

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LIV.

NEW YORK, MARCH 21, 1906.

No. 12.

**Every Advertiser, Advertising Agent,  
Every Publisher — in fact,  
Every One Interested in Advertising,**

should send for and read the most exhaustive, analytical  
and detailed investigation that was ever made of the  
subscription list of any publication in the world.

## THE REPORT OF THE CITIZENS' COMMITTEE

of leading bankers, business men and publishers of St. Louis covers their investigation of the subscription list of the Woman's Magazine. The Lewis Publishing Company, publishers of the Woman's Magazine, appropriated \$10,000 to cover the expense of this investigation of their subscription list. The Citizens' Committee served without remuneration, selecting a corps of trained supervisors and expert accountants, under whose immediate direction the work was done by a force of forty clerks from the business colleges of St. Louis, and in their count of PAID subscribers to the Woman's Magazine included ONLY those for whom we produced the ORIGINAL SUBSCRIPTION LETTERS, giving the name and address of the subscriber with amount remitted for subscription and the period of subscription. Our subscription FILES were not used in this investigation, as the Citizens' Committee REFUSED to consider any name as a bona fide subscriber unless we turned over to them the original paid subscription letter. The count was made in a down-town office building, five miles from the Woman's Magazine Building. The high standing and unimpeachable integrity of the citizens comprising this committee, and the supervisors and accountants, are such that their report cannot be questioned.

In submitting the report to the Lewis Publishing Company, Mr. Walter B. Stevens, Secretary of the Committee, states:

"Extraordinary care was taken to insure accuracy and prevent mistakes; precautions and checks marked every step of the work, and the belief is confidently expressed that the count is correct, 'thorough, exhaustive and complete.'"

This Citizens' Report has been printed in pamphlet form and copy will be sent to anyone interested, on request. Please address

A. P. COAKLEY, Adv. Mgr.,

## The Woman's Magazine

ST. LOUIS, MO.

# The Pattern Publications

**T**HE PATTERN PUBLICATIONS will not accept advertising that is competitive with the interests of merchants who sell The Ladies' Home Journal Patterns. Therefore, these publications cannot be used by "mail-order" mercantile houses.

**The Monthly Style Book**—one of The Pattern Publications—has over **one million circulation in 1,000 towns**. It is the fashion magazine of our merchants. Only such "copy" will be carried in its advertising columns as is acceptable to them. Rate, \$2.00 per line.

**The Quarterly Style Book**—another of The Pattern Publications—is distributed partly through our stores and partly through the American News Company. An edition of 100,000 copies of The Quarterly Style Book, Spring Number, was sold out in two weeks. Rate, \$300 per page of 700 lines.

**The Buyers' Guide Book**—the third of The Pattern Publications—is circulated exclusively among our merchants, their advertising managers, clerks and demonstrators. Manufacturers who would like to have their goods put in stock by The Ladies' Home Journal Pattern stores can approach the owners of these stores to best advantage through The Buyers' Guide Book. Rate, \$50 per page of 700 lines.

Published by

## THE HOME PATTERN COMPANY

Sole Manufacturers and Distributors of  
The Ladies' Home Journal Patterns

**134 West 25th Street, New York**

JEFFERSON THOMAS, Manager of Advertising

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

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## A WORLD-WIDE TRADE IN VEHICLES.

STORY OF JAMES H. BIRCH'S EXPANSION FROM A LOCAL TO AN EXPORT TRADE COVERING THE GLOBE—THE FOUNDATION LAID BY PERSONAL VISITS TO FOREIGN COUNTRIES AND ADAPTATION OF VEHICLES TO EACH LOCALITY'S DEMAND—AMERICAN FACTORY METHODS AND AMERICAN PRICES DID THE REST.

The jinrikisha in which an American tourist rides through the streets of cities in Japan, India, Madagascar, China, South Africa, Korea and every other country where this man-drawn vehicle is used probably has a common origin. For the house of James H. Birch, at Burlington, N. J., makes and exports jinrikishas to all of the countries in competition with local makers, and also has a trade in light vehicles that covers practically every country in the world where there is a vehicle trade worth going after. Boers and Britons alike used Birch wagons in the Transvaal war, as did the Japanese and Russians in Manchuria, and the Americans and Spaniards in Cuba. The first carriage sent to Abyssinia had the Birch name-plate, and was bought by King Menilek. The Birch export catalogue lists hundreds of peculiar vehicles—two-wheeled volantes employed in countries where there is a tax on each wheel of every vehicle; four-wheeled traps with seats behind for a Hindoo driver, and others common in India with

nothing but a step behind upon which the driver stands; strong traveling wagons for the wastes of South Africa, with water tank and provision baskets slung underneath, and an arrangement of seats and curtains that permits the vehicle to be turned into a sleeping-chamber at night; sturdy Cape carts and bok-wagons, general purpose carts used in the Argentine, the Adelaide expresses, ambulances, Korean cabs with one wheel like a Chinese wheelbarrow, Madagascar pouce-pouces, and many others.

The remarkable trade this catalogue reflects is shown in the envelope wherein it is mailed, which has a business statement in fourteen languages—English, French, German, Spanish, Italian, Portuguese, Russian, Chinese, Hebrew, Norwegian, Swedish, Dutch, Arabic and Hindustani. The catalogue itself is published in three languages—English, French and Spanish.

The Birch business was established in 1862, and until about eleven years ago had confined operations wholly to the home trade. To-day, however, the big main factories at Burlington, a great branch factory at East Burlington, and a third plant devoted to harness, are running almost entirely on vehicles and harness for foreign markets. There is probably no more extensive an export house in the United States—certainly none that has so large a foreign business in proportion to its output. James H. Birch, Jr., told a representative of PRINTERS' INK the other day how this trade

was built up, and gave some practical pointers on export methods:

"Burlington is eighteen miles from Philadelphia," he said, "and eleven or twelve years ago the Boston Fruit Company, now the United Fruit Company, came to us for carts to take back to the West Indies on their empty banana steamers running out of the Quaker City. This trade grew into a fixture, so that a little later, when I wanted a rest, I went down to Jamaica to see where our carts were disposed of. Then it became apparent that we had great advantages in the United States for competing with vehicle makers in almost every country. The chief one was price. I went on to Barbados, Trinidad and other West India islands, finding nearly everywhere that when their vehicles were made on the spot the makers had to import woods, while where they were brought from European countries the prices were high compared to our own. In America we have the proper woods and advanced factory methods in combination. No other country has better facilities; hardly any have as good. But I also found that there were many types of vehicles in the West Indies not like anything we made. Nearly every locality had its special vehicle, suited to the peculiarities of the country and other conditions—it is in this part of the world that the wheel-tax makes the two-wheeled volante popular. Not all the talking or missionary work in the world would change demand. People would, as a rule, be fools to abandon the vehicles that they have found best by experience and adopt those of another country—though there are exceptions to this rule, too, such as the crude Korean cab, propelled through the streets on its single wheel by two coolies, fore and aft. But prejudice holds the Korean as firmly to such a vehicle as sense does other people. My first trip abroad showed me that missionary work isn't worth while in foreign trade

—that the easiest thing is to make what the people know, and use, and want.

"In a few weeks I came back with a lot of information about local taste in light vehicles, as well as an acquaintance with the dealers in West Indian ports. Practically all our trade is done with the dealer. Before I got home I went over to Bermuda, and there met two Americans returning from South Africa who told me so much about the opportunities in that colony that I went there immediately, and from there to South America, Australia, and finally to practically every country where there was a prospect of trade. The result is seen in the character of our output to-day. It is all export. Vehicles now represent one of this country's foremost export industries.

"Now that our goods conform exactly to foreign demand, our business is done largely on catalogue lines, so far as advertising is concerned. We use the export journals regularly, and also print large quantities of folders, fliers, etc., for distribution by dealers in various countries. Whether the dealers distribute them or not is another matter—probably in the majority of cases they do not do so in an effective way. We have never advertised Birch vehicles to the ultimate purchasers because the latter are difficult to reach. There is no way of getting lists of people who are thinking of buying a Cape cart, for instance. In Durban and other South African cities the jinrikishas are hauled by Zulus, who make the best 'rikisha boys in the world. But the boys do not own the 'rikishas—they belong to clerks in banks and shops, who rent them by the day to the Zulus. It would be difficult, you see, to reach a buying public of that kind direct. But the dealer knows his public, and when goods like ours are placed with him there is little likelihood but that they will come in for consideration when people buy.

"So our catalogue is our chief

(Continued on page 6.)





REG. U. S. PAT. OFF.

FOUNDED A. D. 1728

"A board of directors is known by the company it keeps." So is an advertisement. If your announcement stands shoulder to shoulder with disreputable propositions and fantastic schemes foredoomed to failure—what chance does it have?

By excluding improper and questionable advertisements, and by discouraging those that seem to spell failure, we have organized a company of strong, honest, successful advertisers in the columns of the SATURDAY EVENING POST. If you join this company, your appearance with them will favorably impress our readers, and the same forces which have built up our old clients' success, will set at work to build up yours. (750,000 each week.)

THE CURTIS PUBLISHING COMPANY  
PHILADELPHIA

NEW YORK

CHICAGO

BOSTON

BUFFALO

advertisement. We publish it in only three languages because we find that English, French or Spanish are generally read and understood by the buyers of all countries. All our correspondence is in these three languages, so that translation is simplified. German might be necessary in some export lines. Our trade with German-speaking countries is small. We have a mailing list of 10,000 names that have been secured through business dealings, correspondence, inquiries, etc., and to these each new edition of the catalogue, in

have a good effect on foreign trade. People in all parts of the world get to know your house. One objection made against these publications is that the publishers of some of them are also in the export trade. But this seems to me an advantage in more ways than one. Certainly it is an assurance that the publication will be circulated among foreign merchants. And the business house that publishes an export journal will be the one most likely to have practical information about foreign markets.

The image shows a sample of an export envelope. It features a circular logo for "THE AMERICAN EXPORT ENVELOPE CO. NEW YORK" with "ESTD 1854" and "MADE IN U.S.A." around it. The envelope is addressed to "JAMES H. BIRCH" in multiple languages. It includes a list of products in various languages: "Carriages", "Wagons", "Carruagens", "Arreios", "Birch", "Vagnarne", "Arreios", "Birch", "Birch", "Vogne", "Seletstjer", "Birch", "Rijtuigen", "Paardetuijen", "Carrozze", "Finimenti", "Birch". There are also illustrations of a horse-drawn carriage and a person riding a horse.

AN EXPORT ENVELOPE IN FOURTEEN LANGUAGES.

the proper language, is mailed, together with frequent circulars. Our advertising in the export journals brings us business, though not always direct. There has been a good deal of denunciation of such publications by firms that have not succeeded immediately in foreign trade, but we are altogether favorable to them. They are mailed faithfully, I am sure, and though direct inquiries may not come in large number there is no doubt but that they

"Not so favorable a view can be taken of the export associations that send goods abroad for exhibition, because foreign trade begins with direct dealing, and getting correct information about the goods needed in foreign markets. Take, for example, the introduction of American vehicles into England. Our carriages were so light in construction that the English regarded them as unsafe. I have seen Londoners who hesitated to climb into an American

(Continued on page 8.)

## A Six-Months' Advertising Campaign in Everybody's Magazine for \$50

Do you want more business. Have you \$50? Then read on—

**Nancy Hanks Suspender and Belt Company**  
Factory, 17 Crosby Street.

Augusta, Maine, Feb. 26, 1906.

SIRS: Please repeat our ad (4 lines, \$9) that appeared in your January number, in the April issue. We enclose check to meet same. The reason you have not heard from us lately is on account of our January ad bringing us so much business that it was impossible for us to think of accepting more at the time, so we were obliged to "cut" you for a few months. We received several hundred replies (not far from 400) and did business with a large percentage of them. We hope to join you each month in the future, having increased our capacity in accordance with the prospective business to be received through our relations with your valuable publication.

Of course we have the "goods," in verification of which we call your attention to the fact that one of our agents, secured through our ad in EVERYBODY'S, has already cleared over \$4,000.00. However, there are others who have the "goods" as well, and can have all the business they want, unless they are afflicted with most insatiate greed, by using your columns judiciously, stating facts concisely and dealing fairly with patrons they secure.

Very respectfully yours,  
NANCY HANKS SUS. AND BELT CO.  
(Signed) E. W. HANKS, Pres.

"Advertise in EVERYBODY'S MAGAZINE and you can have all the business you want," say Mr. Hanks—quoted above—and some thirty or forty other Classified Advertisers whose letters are open to your inspection.

But note also that Mr. Hanks says: "We have increased our capacity to take care of prospective business and hope to join you each month in the future." This clear-headed Yankee evidently is not "taking flyers," but is *building a business*.

He knows that no one can send a new salesman over a new territory *just once* and count that salesman a very important brick in his business structure. He knows that for every order his best salesman, EVERYBODY'S, turns in, there are two awaiting its second appearance. He is going back month after month to make orders out of the otherwise valueless "good will" created by the first advertisement.

In the same way, it is only by the carefully planned campaign that *you* can hope to make advertising the big thing that it ought to be in your business. We therefore append an offer covering six months' advertising in EVERYBODY'S MAGAZINE—enough to start things humming this Spring and to keep you busy through the Summer months (if your proposition is a good one)—for \$50, payable \$9 monthly in advance.

*Start with the May number.*

**Send this Coupon, with Check, before March 31st to be in time for the May Number.**

ADVERTISING DEPARTMENT EVERYBODY'S MAGAZINE,  
31 East 17th Street, New York.

190\_\_

Kindly enter my order for \_\_\_\_\_ lines, six times, in the classified columns of EVERYBODY'S MAGAZINE. Enclosed please find \_\_\_\_\_

(\$2.25 per line) in full payment for first insertion—copy attached.  
Upon receipt of memo. bill on the 25th of next and each succeeding month (six-time discount to be credited on bill for sixth insertion) I will advise promptly whether to repeat or to run new copy.

Very truly yours,

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

4 \_\_\_\_\_

Allow about nine words to the line. Most of last line for name and address.  
4 lines, 6 times, \$50. \$12.50 per line additional.

buggy on exhibition there, though no horses were hitched to it. They thought it would break down. Our vehicles are called 'spiders' in many countries on account of their light construction. A little use soon demonstrates their strength and wearing quality. But exhibition of goods without a representative on the spot would be of little value. Exhibition of the wrong kind of vehicle would be folly, and this applies to many other lines of manufacture. In vehicles it simply doesn't pay to try to 'educate' trade up to our notions. The so-called education is needed by the American manufacturer, and on the spot is the place to get it. Our success has been based on building the kind of vehicles people want, no matter what the initial expense, if there was future business in it. A good deal of scolding has been done for the American manufacturer's benefit on the supposition that he will not conform to the requirements of foreign trade. My experience in observation abroad is that a good deal of this scolding is pure competitive talk. To illustrate: Not long ago we received an order for a single set of wheels of a peculiar pattern. To produce them would have cost us five times what we could have asked for them. There was no future business in the order. So we declined to tear up our factory system to fill this order. Such an incident may occur but once in a year, but it gets out, some active competitor in the field, a German salesman perhaps, hears of it, and it becomes a stock drummer's yarn to frighten buyers who mention American goods. Our manufacturers make stuff to suit the foreign buyer when they go into export trade in earnest, and it is time to stop scolding.

"One damper that can be put on a growing export business is the error of sending out the wrong kind of representative. Some salesmen who are quite decent at home suddenly become offensive jingoes when they get into foreign

countries. Talk about the 'greatest land the sun ever shone on,' 'the Stars and Stripes forever,' and so forth, isn't pleasant to people who like the country they live in very well, and their own way of doing business, and all that. It pays to send out men who are quiet and tactful and liberal in their views—gentlemen.

"One other point may be of interest. I subscribe to and read regularly a number of journals that keep me posted on conditions in our chief foreign markets. The *South American Review*, *African World*, *South Africa*, *British and South African Hardware Gazette* and *South American Trade Journal*—five publications issued in London, give complete summaries of conditions in South Africa and South America. To keep track of affairs in Australia it is well to read the leading weekly newspapers, among which I have selected the *Australasian* of Melbourne, the *Sydney Bulletin*, Sydney, N. S. W., and the *Auckland News*, Auckland, N. Z. For a local view of South Africa I take the *Argus*, Cape Town, and *Gold Fields News*, Johannesburg. The latter naturally bring financial and trade news quicker than the London trade journals. By watching the records of imports into each country, the banking conditions, the state of general business, crop prospects and so forth, we are guided in the extent of our output for each country, and also have information that makes correspondence much more agreeable than if we were going it blind."

BARNHART & SWASEY, Inc., of San Francisco, have sent out small contracts to horticultural papers and general magazines for the Fowler Nursery Co. advertising.

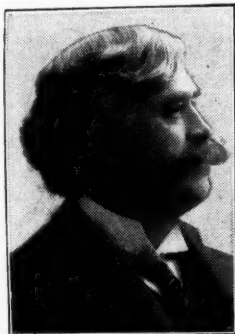
*The German Weekly  
of National Circulation*

**Lincoln Freie Presse**

LINCOLN, NEB.

Circulation 149,281. Rate 35c.

## The Pierce Publications gain 66 per cent in Advertising in January and 69 per cent in February.



The volume of cash advertising in the Pierce Publications in January, 1906, was 66 per cent greater than in January, 1905: and the gain in February was 69 per cent.

The explanation of these immense gains is not far to seek. Large, bona-fide circulations, excellent service, generous co-operation with the advertiser and splendid returns tell the story.

The Pierce Publications are the greatest group of agricultural and rural publications in the world. They appeal to the farmer—the richest and most responsive advertising constituency. They cover Wisconsin, Iowa, Illinois, Minnesota, South Dakota, Nebraska, Kansas, Missouri, Oklahoma and Indian Territory—the garden of this continent.

The Pierce Publications are THE IOWA HOMESTEAD, Des Moines, Iowa, the foremost weekly farm paper published, and able to prove over 50,000 circulation in Iowa alone, with a total of over 75,000; THE FARMER AND STOCKMAN, Kansas City, Mo., far the best weekly medium for reaching the Southwestern farmer; THE WISCONSIN FARMER, Madison, Wis., a splendid, growing weekly proposition for the farmers of Wisconsin; THE HOMEMAKER, a monthly for farmers' wives, daughters and children—120,000 circulation, and THE FARM GAZETTE, a beautiful monthly magazine of 50,000 circulation.

Guaranteed circulation of the group, over **285,000**; advertising rate, \$1 per agate line, flat. Reasonable rates for any single publication.

## REAL ESTATE PUBLICITY.

By Joel Benton.

The possession of land has, from time immemorial, been considered the best example of assuring safety in values. Other property, like stocks and bonds—and even currency itself—can easily take wings and fly away, but your portion of the planet in town or country is stable and real. It needs no lock and key and can be found exactly where you left it after your longest absence.

In time of financial unrest, or in an actual panic, when the bottom of almost everything called property seems to whisk about, the property owner feels that his realty is well named. Even if it loses something in value, it cannot be extinguished and some future day that part which was taken from its price will be likely to return, and sometimes with new increment.

In recent years real estate dealers have, in many cases, enlarged their field and functions from beyond the towns and localities bearing their address. A few claim to handle properties all over the United States and in other countries, so that by letter they can name for your purchase places for residence or business use of just the sort desired.

In the documents describing country residences the modern advertiser is sometimes seductively poetic in his accounts. He employs the luxuriant style of Ruskin, or of Alexander Smith in his "Dreamthorp," to tell you of the lazy but dreamful stream that winds around the house, of the near-by lake where fishing abounds, the umbrageous woods and so forth. All this is well. He puts in his assertion, firmly made, that there are "no mosquitoes" near the property which he portrays—and that too is not amiss. But not quite often enough, I think, does he make it seem sure that the drinking water is pure and without baneful germs.

In these modern days we have all come to know that what is called "malaria" or bad air, is really not bad air at all but bad water. Now there is one country resi-

dence that I know where for more than one hundred years no zymotic disease has occurred while one mile away, in another, seven members of a family of eight died within a few weeks of the deadly typhoid. This difference was caused by the difference between absolutely pure spring water on the first place and a contaminated well on the other. In view of such facts, the production of the health conditions set prominently forth is of persuasive importance.

In speaking of real estate as a conservator of value I do not forget that it can be made to absorb large sums that do not always come back. But if a wealthy purchaser wishes to put \$50,000 or a few hundred thousand on a place, he does not expect returns in currency values; but he gets it, or supposes he does, in personal satisfaction. Very few wealthy experimenters of this sort fail to know that another wealthy buyer may not want their particular home and so, when it comes to be sold, they are aware that some capital must be lost. I have known of a country place that cost three hundred thousand dollars that, some years after, while still in good condition, could be bought for less than thirty thousand dollars.

Facts like this have their value to the real estate dealer as they make a capital inducement to intending buyers, who could not anywhere near pay the original price, to buy advantages they could never otherwise possess. What the rich man has profusely scattered, therefore, there are any number of opportunities for the man of moderate means to attain. In realty exchanges of city for country property, and the reverse, and in the plotting of suburban traits, keen and well-written descriptions are useful and common. But the press mediums in which they can appear to advantage must reach readers who are mainly well to do. In some papers where the bargain-counter advertisement is quite at home, real estate advertising would make no headway.

City properties that can go farther skyward should be appropriately noted and now that build-

ers and laborers in the city are at hostile odds, some increment in prices, for such buildings as their owners will sell, can be argued as a good reason for their disposal. The real estate dealers are by no means the most sluggish in their advertising. By photographs of property, and free tickets to its location, and many other devices, they have created no little interest in what they offer. But they cannot wholly overcome the fact that property demands in realty have always an ebb and flow—a high tide and a low tide. And they must do as other good advertisers do—keep their wares in view with rather more insistence when the season for selling is dull.

#### AN ADVERTISING PLAN.

We wonder how many retail druggists, in the medium sized towns especially, take advantage of all the opportunities for the best kind of advertising, and gratuitous at that, afforded by their local newspapers. The publishers of these newspapers are anxious for items of interest, and the druggist has an opportunity to furnish them with many. For instance, he may take, as a text, any subject of local, national or even world-wide interest, and weave about it an interesting story concerning some rare or even well-known drug from the locality mentioned, if it be a foreign country, taking care to see that the editor gives him credit for the information, and stating, incidentally, that specimens of the drug may be seen in the window of Mr. Blank, the druggist.

If there has been a case of poisoning, whether accidental, or with murderous or suicidal intent, and whether it be of only local or national interest, let the druggist furnish his local editor with descriptive details regarding the drug used, its origin, its appearance, its therapeutic action, etc. The editor will be glad to get it, will give the druggist proper credit for the information, and will mention that the druggist will be glad to show any one interested, samples of the poison such as was used.

These are only hints, but they should prove sufficient to show the druggist an avenue of advertising, which, though seldom used by them, is constantly used by well-known physicians, with modifications to suit their profession, a perfectly proper form of publicity and one which costs nothing.—*Western Druggist*.

The important part of every business is to know what to do next.—*Exchange*.

CONSIDER well before you begin; when you've decided, act promptly.—*Citrus Manual*.

Taking into consideration the number of copies sold, the character of the circulation and the price charged for advertising, **THE CHICAGO RECORD - HERALD** is the best advertising medium in the United States. It is the only morning paper in Chicago that tells its circulation every day.

Thousands of Des Moines people read no other Des Moines newspaper.

## The Des Moines Capital

covers Des Moines as few cities in the United States are covered by Newspapers. The Capital, so far as city circulation is concerned, is entitled to rank with such papers as the Chicago Daily News, Kansas City Star and the Indianapolis News. No other newspaper is necessary to cover either Des Moines or Central Iowa. Many national advertisers are now using the Capital exclusively. The Capital regularly publishes more advertising in six issues a week than any competitor in seven.

The rate is 5 cents a line flat. Classified advertising rate, 1 cent a word. The circulation exceeds 40,000 daily.

#### EASTERN OFFICES:

CHICAGO, NEW YORK,  
87 Washington St. 166 World Building.  
LAFAYETTE YOUNG, Publisher.



## A SPECIALTY STORE FOR CHILDREN'S CLOTHES.

The Juvenile Shop, at 1620 Chestnut street, Philadelphia, is said to be one of three retail stores in this country devoted almost entirely to children's clothes. New York has a similar institution, and Chicago the third. The Philadelphia concern was established about two years ago by three brothers named Embick, under the name of W. H. Embick & Sons. These brothers, with two others, own a men's tailoring business founded by their father, but as the older business did not seem to offer a field for five of them, three withdrew and set up independently. Selection of a line to embark in was a matter of some difficulty, but the idea of a shop devoted to children's clothing appealed to them because of its novelty, first, and also because people are markedly susceptible to anything that appeals to their children. It was believed that a concern like the Juvenile Shop, besides being "different," would have an advantage in advertising and growing into public favor, as its offering would often interest people and induce them to buy for their children at times when they might not be inclined to buy for themselves.

The Juvenile Shop has more than come up to these expectations. Through aggressive methods and a moderate amount of newspaper advertising the brothers have been able to realize in two years a growth that was set for five at the outset. Their success and methods seem to be valuable as suggestion to retailers who might find an opening for a similar enterprise in smaller cities, or to department store managers who are inclined to set aside a distinct children's store and push it through special advertising.

"We have not used very large newspaper spaces," said Frank Embick, who has charge of the advertising, "because our expenditure was limited. But we have

succeeded in making a distinct impression on Philadelphia. During the first year we gave attention chiefly to explaining what the Juvenile Shop is rather than to direct offers of goods. High-class trade was what we had in mind, and our location here on Chestnut street, several blocks away from the shopping district proper, made it desirable to talk about quality of goods, the advantages of buying in a shop devoted to children's clothes, and so forth. Perhaps we talked too much along general lines—did too much explaining. If the work were to be done over again I think I should begin to make priced offers sooner. People got the notion that the Juvenile Shop was too good for them—too exclusive and therefore beyond their means. We found that many women came up from the shopping district to look at goods in our windows, but seemed afraid to come in. No matter how much money people have, they like to know prices in advance. Therefore, after a year, we began to make priced offers the feature of each day's ads, with the result that business increased immediately. How much of this increase was due to the preparation that had gone before, however, would be hard to say. A moderate-price offer by a shop that has a reputation for quality and exclusiveness is unquestionably more attractive to the public than the same offer or even a cheaper one from an establishment known only in connection with bargains.

"As we gained experience there has been more and more a disposition to let brief descriptions, with prices, tell our daily newspaper story. The Juvenile Shop obviously has goods and methods that would furnish material for attractive advertising talks—the gossipy style of talk about materials, workmanship, oddities, and so on, that is indulged in by so many advertisers. But we concluded that too many advertisers were talking, talking, talking about the side issues of their

goods. Besides, we hadn't the space to indulge in gossip. So we have stuck to prices and brief descriptions.

"At first we went into two morning papers and one afternoon paper. Our ads were necessarily small. Some time ago we abandoned both morning papers and enlarged our announcements in the evening medium, the *Bulletin*. From three to eight inches double column every day is our expenditure in this paper, and we now believe it was wise to concentrate. The cost is less than for three newspapers. What is saved we put into mail advertising. Yet if we could afford it you may be sure we'd use more newspapers. I should like to add a morning paper now. Persistence counts so much in retail advertising that I am convinced the money we spent in the two morning papers during the first year was partly wasted. There was some immediate return from the advertising, but when we centered our campaign on one paper we practically lost all the cumulative effect of our expenditure in the morning papers. If you talk to the readers of a paper for a whole year, and then suddenly stop, it is clear to me that you lose a distinct audience, with the benefit of costly preparatory work, and that audience can't be reached through other papers.

"Our mail advertising takes the form of a style booklet issued every three months, and we also have a catalogue. These are mailed to lists of names taken from the Blue Book, and from other sources—the secret of results here is altogether in careful selection of names. Some of the best are taken from our own order records."

Don't discount ideas; to-day's achievements are yesterday's ideas grown-up. Don't lose them by neglect. Don't reason them to death.—*Citrus Manual*.

KEEP going. The inspiration that comes to a busy man is the one an idle man waits for.—*Citrus Manual*.

# NOVELTIES WANTED.

Manufacturers of Tubular Lanterns,  
Street Lamps, Driving Lamps, Auto-  
mobile Lamps, Bicycle Lamps,  
Railroad Lanterns,  
Signal Lamps.

NEW YORK, U. S. A., Mar. 8, 1906.

Editor of PRINTERS' INK:

A prominent manufacturer of window screens is sending out as a souvenir, a set of lithographed (I presume) butterflies. These are in colors and embossed. I will be pleased to have the address of the manufacturer of such articles. Perhaps you can furnish it to me.

Yours very truly,

OSCAR WARNER,  
R. E. Dietz Company.

## EXPLANATION.

Special Representative New England  
Newspapers.

2 Beacon Street.

Boston, Mass., March 8, 1906.

Editor of PRINTERS' INK:

In mentioning, in your issue of March 7th, the rate of "about \$2 per inch" for the combined list of the following eight Maine dailies, viz.: *Augusta Journal*, *Bangor Commercial*, *Bath Times*, *Biddeford Journal*, *Portland Express*, *Lewiston Sun*, *Rockland Star*, and *Waterville Mail*, I think you should have stated that an advertiser contracting for one thousand inches could secure a rate of \$1.65 per inch. And, if plates are furnished, \$1.46 per inch. And, further, if an advertiser will use a six-inch advertisement every other day for one year, the rate is \$1.19 an inch (seven and four-fifths cents per line) for the combined eight papers, with a total circulation of 40,800 copies daily.

The latter is less than one-fifth of a cent per line per thousand, and every advertisement would run in guaranteed full position.

Knowing the wide circulation of PRINTERS' INK, I trust you will give space to this explanation in your next issue, and greatly oblige,

JULIUS MATHEWS.

## A CORRECTION.

Boston, Mass., Mar. 10, 1906.

Editor of PRINTERS' INK:

You recently published that Mr. Albert A. Tanyane, our former advertising manager, had resigned his position with us. This was not so, for good and obvious reasons we were obliged to dispense with his services.

Yours very truly,

HUMAN LIFE PUBLISHING CO.,  
W. F. Smith, Treasurer.

"GIVE me a package of chewing-gum."

"We don't keep such things."

"Well, you've got a card in the window that says 'Typewriter Supplies.'"—*Houston Post*.

## WORKING CLOSE TO THE RETAILER ON CORSETS.

An excellent word forms the motto for the corset advertising of the Warner Brothers Company, New York. This word is "Co-operation." The company's exploitation of "Redfern" and "Warner's Rust-proof" corsets is keyed on the retailer's ability and readiness to take care of results. "We are willing to grind the mill of publicity at greater speed each season," the company says, "if you will meet us on the ground of co-operation."

Co-operation has been so successful in this case, despite whatever sour critics may say about the disposition of department and dry goods stores to "knife" trademark goods, that the company's advertising operations during 1906 will be more extensive than ever. They are so extensive now that a regular printed book is issued, containing its advertising programme, so that retail stores may profit to the last inquiry by what is being done. The Warners go much further than printing general ads in magazines, though that is the first step. Women's magazines make up almost the entire list, with concentration in a few of the foremost. "Warner's Rust-proof" line is to be advertised this year in *Ladies' Home Journal*, *Delineator*, *Designer*, *New Idea*, *Woman's Home Companion*, *Ladies' World*, *Youth's Companion* and *Saturday Evening Post*. "Redfern," a finer line, evidently, goes in *Vogue*, *Life*, *Harper's Bazaar* and *Theater Magazine*. The company estimates that 5,767,628 copies of these publications are put out monthly, and 25,000,000 readers reached. Its medium to supplement this compact list is found in the theater magazine, which the company evidently values highly as a means of reaching the best class of women. These are used only on a national basis—programmes of the better theaters in New York and Chicago.

To help the dealer turn this

publicity into sales the company maintains an advertising department that is always willing to write his newspaper copy for him, furnish him cuts, hangers, street-car cards, magazine illustrations, posters to be hung in store elevators, etc. In the advertising programme itself are printed 150 newspaper ads ready for use, but the company realizes the value of making this service individual, and has, in a most commendable manner, eliminated the wooden characteristics of a stereotyped "ad service." Its form ads are written with genuine knowledge of department store and dry goods conditions. Instead of the academic stuff so freely recommended for the retailer's use (and which he would be a chump to use at all, usually), almost any of these ads might be inserted in a Wanamaker or Marshall Field page and detract not at all from its individuality. The cuts have corset and style value, a very different thing from artistic value; yet they are not stiff. Co-operation also means writing special matter for any retailer who asks for it. One feature of this special copy service that seems to be new is that of furnishing matter for the special fashion sheets sold by the Butterick, May Manton, Ladies' Home Journal and McCall pattern concerns. The retailer buys these in quantities and distributes them. The pattern people print on his sheets a corset ad for his own department, as well as ads for other lines. On presentation of an order from the retailer the Warner Brothers' advertising department attends to writing and placing this copy here in New York, as long as he may desire, both for corset and other departments. The Warner advertising is placed, and very largely directed, by the Root Newspaper Agency. The company's plant is now a city in itself, with 200,000 feet of floor space, 2,000 operatives and 8,000 persons dependent on the sale of the product, which is marketed over the whole world.

## SHOP SHOTS.

A bargain sale will not go off better for the making of the goods to look cheap. Make the goods look their best—worth every cent you can; then make the price look cheap.

\* \* \*

The children are your most discerning customers. Every child well treated means a grown-up friend for your store.

\* \* \*

Many a clerk has made customers for the store by being possessed of patience unlimited. Patience is to salesmanship what oil is to an axle.

\* \* \*

If your clerks do not exercise patience in serving customers, do not lose your patience in trying to teach them the virtue.

\* \* \*

The clerks who co-operate with the management toward the making of the successful store are the clerks toward whose advancement the management will co-operate. Success is the fruit of co-operation and reciprocity.

\* \* \*

Lots of young fellows go into a store to work with the notion that from that time they own half the store. It's a mighty good thing for any man to keep a pretty sharp line drawn in his mind between "mine and thine."

\* \* \*

Study the store windows in the nearest large city to you. If you have no business that takes you to the business centers, make it your business to go for the purpose of studying store windows.

\* \* \*

You may be as full of ideas as an egg is of meat, and yet the other fellow will think of things that never occurred to you. Study the methods of every live merchant whose business is within reach.

\* \* \*

The window is the illustrated supplement of the store. In it are pictured the best things the store

has to offer, arranged in the best possible style. Everyone likes to look at the supplement if it is a good one.

\* \* \*

The clerk who gets grouchy when asked to do something a little out of his regular work, something "he wasn't hired to do," is likely to find his employers rather slow in raising his wages for doing just so much.

\* \* \*

Mr. Employer, there is the same sort of human nature in a clerk that there is in anybody else and it takes the same sort of treatment to get it out.

\* \* \*

Every dog has his day and the merchant who finds himself loaded up with a big stock of Irish setters when bull terriers are all the rage, won't do very much business.

\* \* \*

You can spot the cigarette clerk as far as you can see him. He belongs in the "Quitter" class and isn't capable of struggling with anything or anybody. He is in the hands of fate.

\* \* \*

Many a promising business man has been spoiled by thinking that he had arrived at the private office stage when he really oughtn't to be thinking yet of graduating from the counter.

\* \* \*

Thou shalt not tempt thine employee. Any clerk who has the temptation to steal thrown in his face forty times a day is pretty apt to see a day when he'll need money and take it.

\* \* \*

Better to have fifty things down in your "want book" and decide not to order them, than to fail to put down one that you really need.

\* \* \*

None of the new ways for doing business and getting it amount to much if you don't have what people want to buy and have it when they want to buy it.

## NORTH CAROLINA AS AN ADVERTISING FIELD.

AN INTERVIEW WITH THE BUSINESS MANAGER OF THE RALEIGH "NEWS AND OBSERVER."

Mr. W. H. Bagley, business manager of the *News and Observer*, of Raleigh, North Carolina, runs up to New York occasionally to keep in touch with advertising patrons of his paper and to consult wit' Mr. Frank R. Northrup, manager of the foreign advertising department of the *News and Observer*, whose offices are in the St. Paul Building, 220 Broadway. On his last trip Mr. Bagley was interviewed by a reporter of PRINTERS' INK. Speaking of his own paper he said: "We are adding to our circulation at the rate of about 1,000 new subscribers a year. In 1903 the average circulation of the *News and Observer* was 8,201 copies a day. In 1904 our circulation was 9,111 and in 1905 we reached a daily average of 10,202 copies. We are printing to-day about 10,680 copies a day. The *News and Observer* has over 10,000 actual subscribers on its book and is the only paper in North Carolina of which this can be said."

Questioned concerning his definition of the word "circulation" Mr. Bagley said: "I conform to Mr. Rowell's definition that circulation is the actual number of perfect copies printed. Perhaps this definition is not an ideal one but it is the only one that the publisher of a paper can conscientiously swear to. Every publisher is able to state the actual number of perfect copies printed if he wishes to, but he cannot accurately state what becomes of the papers after they pass out of his possession. A thousand copies might be destroyed by fire in some other town or a dozen copies might be destroyed by a newsboy falling into a mud puddle without news of the occurrence reaching the ears of the publishers. In our own office we keep a record of the number of perfect copies printed each day,

and the number of papers sent to bona-fide subscribers is within a few hundred of the number of papers actually printed. We have a very small exchange list and we do not give free copies to municipal employees as some publishers are in the habit of doing. Still, I see no reason why a publisher who chooses to present a copy of his paper each day to the mayor of his town and other officers and employees of the city government should not include such copies in his statement of circulation. A policeman who receives a free copy of a local paper is quite as apt to be influenced by an advertisement contained in that issue as he would if he had bought the paper himself. Here in New York I have often seen people in the elevated trains pick up a paper that some one else had left behind them and take it with them, possibly to their homes where three or four other persons may have read it. In such cases the advertiser stands a better chance of being benefited by the people who didn't pay for the paper than from the man who did. It is impossible to tell how many readers a paper may have, but it is possible to tell how many copies of a paper are printed and for this reason I believe Mr. Rowell is right in insisting that circulation means, or should mean, the number of copies printed. It is one thing the publisher can state positively of his own knowledge, and I believe that in the vast majority of cases the number of copies printed will conform very closely to the number of copies actually sold. Prevarication is cheaper than paper, and the publisher who would not hesitate to act a lie will probably choose the least expensive method of deceiving the advertiser."

Speaking of Raleigh Mr. Bagley said that its importance was not fully indicated by the census figures. "We have," he said, "a population of 27,000 although the census credits us with only 13,643. This is due to the fact that the city limits have never been

extended, nor are they likely to be since the number of people who live outside the city limits is greater than those who live within them, and since taxes are greater within the city limits, those on the outside always vote down any proposition to bring them within the jurisdiction of the city. There is no visible dividing line, however, between the city proper and that part which lies beyond the limits of the old municipality. The town is built up solidly in all directions."

Since the *Post*, a morning paper, suspended publication a few months ago there are only two daily papers published in Raleigh—the *News and Observer*, a morning paper (of which Mr. Bagley is business manager), and the *Times*, an afternoon paper. With the exception of the three papers published at Charlotte, the *News and Observer* is the only North Carolina daily that last year furnished Rowell's American Newspaper Directory with a statement of circulation so complete as to entitle it to a numerical rating.

"In 1904," said Mr. Bagley, "the *News and Observer* had an average circulation of 9,111 copies, which are the figures given in the last issue of Rowell's Directory. Last year we gained more than a thousand subscribers, and our statement for 1905 will show an average daily circulation of 10,202 copies. Our paper sells for five cents a copy but we have practically no street sales whatever. The *News and Observer* is delivered daily to subscribers in Raleigh at their homes, and is mailed to out-of-town subscribers on the early morning train. We reach every town within 150 miles of Raleigh before breakfast time, and every town in the State of North Carolina by four o'clock in the afternoon."

Mr. Bagley is inclined to believe that general advertisers will do well to study the North Carolina field. The people of the State, he says, are more prosperous this year than ever before. The cot-

ton and tobacco crops—the principal staples of the State—are both good and the ruling prices are high. The cotton crop alone will net twice the amount it brought last year. The farmers of the State were never in better financial condition and are indulging in pianos and other luxuries. North Carolina depends on the northern and western States for nearly all of its manufactured products and Raleigh is the distributing center.

Asked to suggest a good list of papers for the general advertiser, one that would cover the State of North Carolina thoroughly, Mr. Bagley said: "Well, put down the *News and Observer*, my own paper, first; not because it is mine but because it really has the largest circulation of any daily published in North Carolina. I am quite sure that none of the other papers will dispute that statement. The *Times*, the only evening paper published in Raleigh, is a good medium, too. In Charlotte, a town of about 20,000 population, I would recommend the *Observer*, a morning paper to which Rowell's Directory accords the "gold marks," and the *News*, an afternoon paper. Other good papers for the general advertiser to use are the *Wilmington Morning Star*, the oldest paper in the State, the *Winston-Salem Twin City Sentinel* and the *Greensboro News and Telegram*. No, I don't care to express an opinion concerning the circulations of the papers I have named. It is my opinion, however, that the general advertiser who wishes to cover the State of North Carolina will make no mistake if he selects the papers I have named, and I may add that aside from the *News and Observer*, of Raleigh, I have no interest in recommending any of them."

A YOUNG LADY went into a well-known establishment a few days ago and said to the floor-walker: "Do you keep stationery?"

"No, miss," replied the man; "if I did I should lose my job.—Head-light.

## ARKANSAS.

Below is presented a complete list of all the newspapers and periodicals published in Arkansas, to which Rowell's American Newspaper Directory has ever accorded or that have ever placed on file, with the Directory, any claim to have printed issues averaging so many as a thousand copies for the period of a full year.

The records are gleaned from advance pages of the Directory for 1906, which will be issued to subscribers the latter part of May next (subscription price \$10).

In the issue of PRINTERS' INK for March 28th, the newspapers of California will be dealt with, followed later by the States of Colorado, Connecticut, Delaware, and so on, until all the States and territories have had attention.

For a thorough understanding of these State reviews of newspaper conditions it should be borne in mind that the average edition printed is always ascertained by a count of the actual number of complete copies of each separate issue, the total being ascertained by adding the numbers expressing the separate issues; this total when divided by the number of separate editions reveals the average edition for the period of a full year.

Any one who has not at hand a copy of the latest edition of Rowell's American Newspaper Directory (1905) can obtain one by mail, postage paid, by remitting the price (\$10) to The Printers' Ink Publishing Company, No. 10 Spruce St., New York.

## ARKANSAS.

Argenta, *North Little Rock Times*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Arkadelphia, *Southern Standard*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite in-

formation as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Batesville, *Guard*, weekly:

Copies printed: This paper has had credit for issuing more than 1,000 copies weekly since 1901, but has never made a circulation statement that was entirely definite and satisfactory.

Beebe, *White Co. News*, weekly:

Copies printed: This paper had credit for an average issue of 1,683 in 1903, of 1,810 in 1904, since which time it has not furnished a report, but was credited with printing more than 1,000 copies for the year 1905.

Benton, *Saline Times-Courier*, weekly:

Copies printed: Had credit for an average issue of 1,017 for the year 1902, but has not since made claim to issuing so many as 1,000 copies.

Bentonville, *Benton Co. Democrat*, weekly:

Copies printed: Had credit for an issue of 1,500 for the year 1898, but has not since made claim to issuing so many as 1,000 copies.

Bentonville, *Benton Co. Sun*, weekly:

Copies printed: Had credit for an average issue of 1,605 in 1903, since which time it has not furnished a satisfactory report, but was credited with printing more than 1,000 copies for the year 1905.

Bentonville, *A. O. U. W. Guide*, monthly:

Copies printed: The highest circulation ratings ever accorded this paper were 5,433 for the year 1903, and 5,500 for the year 1905. It is entitled to a place on the PRINTERS' INK Roll of Honor.

Camden, *Beacon*, weekly:

Copies printed: Had credit for an average issue of 1,279 for the year 1896, but has not since made claim to issuing so many as 1,000 copies.

Camden, *Ouachita Herald*, weekly:

Copies printed: Has had credit for issuing more than 1,000 copies weekly since 1903, but has never made a circulation statement that was satisfactory.

Clarksville, *Johnson Co. Herald*, weekly:

Copies printed: Had credit for an average issue of 1,728 in 1895, since which time it has not furnished a satisfactory report, but was credited with printing more than 1,000 copies for the year 1905.

Conway, *Log Cabin-Democrat*, weekly:

Copies printed: Had credit for an average issue of 1,617 in 1904, since which it has not furnished a report, but was credited with printing more than 1,000 copies for the year 1905.

Dardanelle, *Post-Dispatch*, weekly:

Copies printed: Had credit for an average issue of 1,932 for the year 1898, but has not since made claim to issuing so many as 1,000 copies.

De Queen, *Bee*, weekly:

Copies printed: Had credit for an



average issue of 1,038 for the year 1898, but has not since made claim to issuing so many as 1,000 copies.

**Eldorado, Union Co. Tribune, weekly:**

Copies printed: 1,057 in 1896. In 1903 it claimed to issue more than 1,000 copies, but its circulation report was not such as to establish the claim and it has not been since renewed.

**Eureka Springs, Times-Echo:**

Copies printed: For the year 1899 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

**Fayetteville, Arkansas Sentinel:**

Copies printed: The weekly edition of this paper had credit for an issue of 1,500 in 1898, since which time it has not furnished a satisfactory report, but was credited with printing more than 1,000 copies for the year 1905.

**Fayetteville, Democrat, weekly:**

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

**Fayetteville, Washington Co. Review, weekly:**

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

**Fort Smith, News Record, evening and Sunday:**

Copies printed: This paper had credit for 2,160 copies in 1902, since which time it has not furnished a report, but was credited with printing more than 1,000 copies for the year 1905.

**Fort Smith, Times, evening and Sunday:**

Copies printed: Not less than 1,000 in 1902, average issue 3,376 in 1904 and 3,781 in 1905. Is eligible for the PRINTERS' INK Roll of Honor.

**Fort Smith, Elevator, weekly:**

Copies printed: 6,577 in 1897, since which its reports have not been satisfactory, but is credited with issuing more than 2,250 in 1905.

**Fort Smith, Union Sentinel, weekly:**

Copies printed: 1,298 weekly average in 1904 and 2,033 in 1905. This paper is eligible for a place on the PRINTERS' INK Roll of Honor.

**Greenwood, Democrat, weekly:**

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

**Harrisburg, Modern News, weekly:**

Copies printed: For the year 1902 and again in 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

**Harrison, Times, weekly:**

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

**Helena, World:**

Copies printed: For the year 1903 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

**Helena, Baptist Reporter, weekly:**

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

**Hot Springs, News:**

Copies printed: For the year 1903 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

**Hot Springs, Arkansas Thomas Cat, weekly:**

Copies printed: 4,949 weekly in 1900. Since which its reports have been faulty, but was believed to print more than 2,250 in 1905.

**Hot Springs, Medical Journal, monthly:**

Copies printed: This paper had credit for issuing 1,000 copies regularly in the year 1902, but has not since set up any claim for issuing so many.

**Jonesboro, Sun, weekly:**

Copies printed: In 1899 this paper had credit for issuing 1,125 copies regularly. In 1902 it was credited with issuing more than 1,000 copies, but no statement to warrant such a rating has been urged since that time.

**Lamar, News, weekly:**

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

**Little Rock, Arkansas Democrat, evening and weekly:**

Copies printed: No definite and satisfactory circulation report was ever

received from this paper, but it was believed to issue in 1905 more than 4,000 copies daily and more than 2,250 weekly.

**Little Rock, Arkansas Gazette,** morning and weekly:

Copies printed: Daily has grown from 5,823 in 1901 to 10,284 daily in 1905, and the weekly from 7,682 in 1904 to 8,122 in 1905. This paper is entitled to place on the Roll of Honor and is universally regarded as the best advertising medium in Arkansas.

**Little Rock, Arkansas Methodist,** weekly:

Copies printed: This paper although admitting that it does not keep records such as would permit of preparing definite and exact circulation statements does not commonly hesitate about stating its issues in even thousands—generally 11,000 or 10,000. It was believed in 1905 to have actually printed more than 7,500 weekly.

**Little Rock, Baptist Advance,** weekly:

Copies printed: 4,550 weekly in 1903, and 5,113 in 1904, and believed in 1905 to have issued more than 4,000 copies.

**Little Rock, Baptist Vanguard,** weekly:

Copies printed: This paper had credit for issuing more than 1,000 copies regularly in the year 1904, but has not since set up any claim for issuing so many.

**Little Rock, Mosaic Guide,** weekly:

Copies printed. No definite satisfactory report was ever received from this paper, but it was believed in 1905 to have printed more than 2,250 copies.

**Little Rock, Searchlight,** weekly:

Copies printed: Not less than 3,000 in 1901, average issue 6,249 in 1900. Credited (probably erroneously) with issuing more than 4,000 weekly in 1905.

**Little Rock, State Republican,** weekly:

Copies printed: 3,150 in 1903, for 1904 actual average 5,252 and credited with issuing more than 4,000 copies in 1905.

**Little Rock, Arkansas Homestead,** monthly:

Copies printed: 8,930 monthly in 1901, in 1904 the average issue was 12,539, and was believed to exceed 7,500 in 1905.

**Little Rock, Arkansas School Journal,** monthly:

Copies printed: This paper had credit for an average issue of 2,333 in 1900, of over 1,000 in 1902, since which time it has not furnished a report, but was credited with printing more than 1,000 copies for the year 1905.

**Little Rock, Arkansas Sunday School Herald,** monthly:

Copies printed: 1,150 in 1904 and 1,250 in 1905. This paper is entitled to place on the Roll of Honor.

**Little Rock, Beacon Light,** monthly:

Copies printed: 2,000 monthly in 1902, and 3,510 in 1904. In 1905 believed to issue more than 2,250 copies.

**Little Rock, Masonic Trowel,** monthly:

Copies printed: Claims to have issued monthly 2,000 copies in 1902, in 1904 average issue of 2,300 and 2,000 in 1905. Notwithstanding its tendency to round figures this paper is, by present usage, entitled to place on the PRINTERS' INK Roll of Honor.

**Magnolia, Columbia Banner,** weekly:

Copies printed: 1,266 weekly in 1901, since which no satisfactory report has been recorded, but was believed to have printed more than 1,000 copies in 1905.

**Mammoth Springs, Monitor,** weekly:

Copies printed: For the year 1901 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

**Mena, Star:**

Copies printed: The weekly edition of this paper had credit for issuing 1,349 copies regularly in 1903, and was believed to print more than 1,000 in 1905.

**Mountain Home, Baxter Co. Citizen,** weekly:

Copies printed: In 1898 this paper had credit for issuing 1,012 copies regularly. In 1903 as much was claimed for it, but no statement to warrant such a rating came to hand and no such claim has been urged since that time.

**Nashville, News,** weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

**Newport, News:**

Copies printed: For the year 1903 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

**Newport, Independent:**

Copies printed: For the year 1904 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim, and admits that it does not keep such records as would make it possible to prepare an accurate report of the editions printed.

**Paragould, Soliphone:**

Copies printed: The weekly edition of this paper had credit for an issue of 1,900 in 1904, since which time it has not furnished a report, but was

credited with printing more than 1,000 copies for the year 1905.

Paragould, *Democrat*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Piggott, *Banner*, weekly:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Pike City, *Cannon Ball*, weekly:

Copies printed: This paper has on two occasions indicated a desire to have credit for issuing more than a thousand copies regularly, but such definite information as would warrant such a rating has not been forthcoming.

Pine Bluff, *Commercial*, evening and weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, for both its daily and its weekly editions, but failed to furnish such definite information as would warrant the accordance of a rating to that effect to either paper. It has not since made any renewal of the claim.

Pine Bluff, *Graphic*, evening and semi-weekly:

Copies printed: This paper has on three occasions indicated a desire to have credit for issuing more than a thousand copies regularly for its daily, and has once claimed as much for its semi-weekly, but such definite information as would warrant such a rating has never been forthcoming.

Pine Bluff, *Morning Courier*:

Copies printed: For the year 1903 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Pine Bluff, *Press-Eagle*, weekly:

Copies printed: This paper had credit for an average issue of 1,562 for the year 1895, but has not since made claim to issuing so many as 1,000 copies.

Pocahontas, *News-Herald*, weekly:

Copies printed: No satisfactory circulation report ever came from this paper, but it has been credited since 1903 with regular issues exceeding 1,000 copies.

Russellville, *Courier-Democrat*, weekly:

Copies printed: No satisfactory circulation report ever came from this paper, but it was credited with issuing more than 1,000 copies weekly in 1905.

Siloam Springs, *Herald-Democrat*, weekly:

Copies printed; Actual average 1,621

copies in 1902 and 2,036 in 1905. This paper is entitled to place on the Roll of Honor.

Stuttgart, *Free Press*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Texarkana, *Texarkanian*:

Copies printed: For the year 1902 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Warren, *Democrat-News*, weekly:

Copies printed: This paper has on two occasions indicated a desire to have credit for issuing more than a thousand copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Yellville, *Mountain Echo*, weekly:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

It is not supposed that any Arkansas paper not named in the list printed above makes any claim, or has during the past ten or twelve years made any claim to issuing regularly as many as 1,000 copies.

It will be noted that there are but thirty-three publications in Arkansas which get credit for printing regularly so many as 1,000 copies. Only two dailies in the State—the Fort Smith *Times* and Little Rock *Gazette*—are entitled to be named in the PRINTERS' INK Roll of Honor. Three weeklies and three monthlies are eligible to the same distinction.

# STUCK.

Some merchants in Middletown, Ohio, were attracted by the scheme of an advertising promoter who came to town. The latter proposed to print a lot of dots in the local papers, give the merchants coupon-books entitling their customers to count the dots, and reward winners with prizes. The merchants put up \$500 among them for expenses, the contest began, people started to count, everybody wanted coupons. Then the postoffice authorities decided the contest was a lottery. It stopped. Now the merchants are trying to find their \$500.

# A Roll of Honor

(FOURTH YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1905 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1905 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1906 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (\*).

These are generally regarded by the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

Announcements under this classification, if entitled as above, cost 20 cents per line (two lines are the smallest advertisement taken) under a YEARLY contract, \$20.80 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

Publications which have sought and obtained the Guarantee Star have the privilege of using the star emblem in their advertisements in the Roll of Honor at the regular rates of twenty cents a line. The extent and full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation, would ever for a moment consider the thought of securing and using the Guarantee Star.

## ALABAMA.

Birmingham, Ledger, *dy.* Average for 1905, 22,069. Best advertising medium in Alabama.

## ARIZONA.

Phoenix, Republican, *Daily aver.* 1905, 6,881. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

## ARKANSAS.

Fort Smith, Times, *dy.* Act. av. 1905, 3,781. Actual aver. for Oct., Nov. and Dec., 1905, 3,965.

## CALIFORNIA.

Fresno, Evening Democrat, *Average April*, 8,195. Williams & Lawrence, N. Y. & Chicago.

Mountain View, Signs of the Times, *Actual weekly average for 1905*, 22,550.

Oakland, Herald, *Average 1905*, 10,260. Only Pacific Coast daily circulation guaranteed by Rowell's American Newspaper Directory.

Oakland, Tribune, *evening*, *Average for 12 months ending December 31, 1905*, daily 13,481.

The Billboard, America's Leading Theatrical Weekly, San Francisco office, 37 Phelan, 306 Market St. Rube Cohen, Mgr.

San Francisco, Call, *d'y and S'y*, J. D. Spreckels, *Actual daily average for year ending Dec. 1905*, 62,941; *Sunday*, 58,815.

San Francisco, Sunset Magazine, *monthly*, literary; two hundred and eight pages, 538. Circulation: 1904, 48,916; 11 months 1905, 59,545. Home Offices, 431 California Street.

San Jose, Morning Mercury and Evening Herald, *Average 1904*, 10,575.

## COLORADO.

Denver, Clay's Review, *weekly*; Perry A. Clay, *Actual aver. for 1904*, 10,926; *for 1905*, 11,688.

Denver, Post, *daily*, Post Printing and Publishing Co. *Aver. for 1905*, 44,820; *Sy.* 60,104. *Average for Feb. 1905*, *dy.* 50,152; *Sy.* 67,584.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## CONNECTICUT.

Ansonia, Sentinel, *dy.* *Aver. for 1905*, 5,022. E. Katz, Spec. Agt., N. Y.

Bridgeport, Evening Post, *Sworn daily av. 1905*, 11,025. E. Katz, Spec. Agt., N. Y.

Bridgeport, Telegram-Union, *Sworn daily av. 1905*, 10,171. E. Katz, Spec. Agt., N. Y.

Meriden, Journal, *evening*, *Actual average for 1904*, 7,649.

Meriden, Morning Record and Republican, *Daily average for 1905*, 7,578.

New Haven, Evening Register, *daily*, *Actual av. for 1905*, 15,711; *Sunday*, 11,811.

New Haven, Palladium, *dy.* *Aver. 1904*, 7,855; 1905, 8,656. E. Katz, Spec. Agt., N. Y.

New Haven, Union, *Average 1905*, 16,309. Dec., 1905, 16,388. E. Katz, Spec. Agt., N. Y.

New London, Day, *ev'g.* *Aver.* 1905, 6,109. E. Katz, Spec. Agt., N. Y.

Norwalk, Evening Hour, *Daily average year ending Dec. 1904*, 3,217. April etc., as certified by Ass'n Am. Advsrs. all returns deducted, 2,869.

Norwich, Bulletin, *morning*, *Average for 1904*, 5,550; 1905, 5,920; Dec., 6,122.

Waterbury, Republican, *dy.* *Aver. for 1904*, 5,770. La Crosse & Maxwell Spec. Agents, N. Y.

## DELAWARE.

Wilmington, Every Evening, *Average guaranteed circulation for 1904*, 11,460.

# DISTRICT OF COLUMBIA.

Washington. Evening Star, daily and Sunday. Daily average for 1905, \$5.550 (©).  
 Actual net average for 1905, 24,290.

# FLORIDA.

Jacksonville. Metropolis, dy. Av. 1904, 8,760. Average 1905, 8,980. E. Katz, Sp. Agent. N. Y.

# GEORGIA.

Atlanta. Constitution. Daily average 1905, \$8,590; Sunday, 48,731.

Atlanta. Journal, dy. Av. 1905, 46,088. Sunday 47,998. Semi-weekly 56,781.

Atlanta. News. Actual daily average 1905, 24,402. S. C. Beckwith, Sp. Ag., N. Y. & Chi.

Augusta. Chronicle. Only morning paper. 1905 average, 6,043.

Nashville. Herald. Average for March, April and May, 1,875. Richest county in So. Georgia.

# ILLINOIS.

Chicago. Citizen. Daily Average 1905, 1,052. weekly, 1904, 1,127.

Champaign. News. Oct. and Nov., 1905, no issue of daily less than 5,010; d'y and w'kly, 6,200.

Chicago. Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. Average for 1905, 4,100 (©).

Chicago. Breeders' Gazette, weekly, \$2.00. Average circulation 1905, to Dec. 31st, 66,605.

Chicago. Examiner. Average for 1905, 144,806 copies daily; 90% of circulation in city; larger city circulation than any two other Chicago morning papers combined. Examined by association of American Advertisers. Smith & Thompson, Representatives.


Chicago. Farmers' Voice and National Rural. Actual aver., 1905, 30,700. Jan., 1906, 42,460.

Chicago. Gregg Writer, monthly. Shorthand and Typewriting. Actual average 1904, 15,750.

Chicago. Inland Printer. Actual average circulation for 1904, 18,812 (©).

Chicago. Orange Judd Farmer. Only agricultural weekly covering the prosperous Western States. Circulation is never less than 90,000. The count made Oct. 30, 1905, showed 85,120 paid subscribers. Reaches nearly 90% of the post-offices in Nebraska; 80% of the postoffices in Illinois, Michigan, Wisconsin, Iowa and Minnesota; half the postoffices in Indiana and Kansas and two thirds of those in the Dakotas. All advertisements guaranteed.

Chicago. Record-Herald. Average 1904, daily 145,761. Sunday 199,400. Average 1905, daily 146,456. Sunday 204,559.

 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago. Svenska Nyheter, weekly. Sworn average December, 1905, 31,775.

Chicago. System, monthly. The System Co., pub. Eastern office 1 Madison Ave., N. Y. Average for year ending, March, 1906, 50,556. Current average in excess of 60,000.

The Billboard. America's Leading Theatrical Weekly. Chicago office, 37 South Clark St., Suite 61. Phone Central 594. W. A. Patrick Mgr.

Kewanee. Star-Courier. Actual average circulation, 1905, daily, 3,297. weekly, 1,298.

Peoria. Evening Journal, daily and Sunday. Sworn daily average for 1905, 18,873.

Peoria. Star, evenings and Sunday morning. Actual average for 1905, d'y 21,042. S'y 9,674.

# INDIANA.

Evansville. Journal-News. Av. for 1905, 14,640. Sundays over 15,000. E. Katz, S. A., N. Y.

Muncie. Star. Average 1905 daily, 27,500. Sunday 16,908.

Notre Dame. The Ave Maria, Catholic weekly. Actual net average for 1905, 24,290.

Richmond. Sun-Telegram. Sworn av. 1905, dy. 2,744.

South Bend. Tribune. Sworn daily average, 1905, 7,205. Sworn aver. for Feb., '06, 7,662.

# IOWA.

Clinton. Advertiser, Average Dec. 1905, 11,255. City Circulation, 5,048, which is double that of any other paper.

Davenport. Times. Daily aver. Feb., 11,781. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines. Capital, daily. Lafayette Young, publisher. Actual average sold 1905, 39,178. Present circulation over 40,000. City and State circulation largest in Iowa. More local advertising in 1905 in 312 issues than any competitor in 365 issues. The rate five cents a line.

Keokuk. Gate City, Daily av. 1904, 2,145; 1905, 2,406.

Muscatine. Journal. Daily av. 1905, 5,882. Semi-weekly 3,098.

Sioux City. Journal, daily. Average for 1905, sworn, 24,961. Av. for Feb., 1906, 26,702. Prints most news and most foreign and local advertising. Read in 80 per cent of the homes in city.

Sioux City. Tribune. Evening. Net sworn daily, average 1905, 24,287; Feb. 1906, 26,436. The paper of largest paid circulation. Ninety per cent of Sioux City's reading public reads the Tribune. Only Iowa paper that has the Guaranteed Star.

# KANSAS.

Hutchinson. News. Daily 1905, 2,455. E. Katz, Special Agent, N. Y.

# KENTUCKY.

Harrodsburg. Democrat. Put it on your 1906 list, 3c. per 1,000; Al. Proven av. cir., 5,562.

Lexington. Leader. Av. 1905, evg. 4,694. Sun. 6,168. E. Katz, Spec. Agt.

Louisville. Times. Daily average year ending June 30, 1905, 36,025 (©). Beckwith Agency, Rep.

Paducah. Journal of Labor, wkly.—Accepts only the best class of advertising and brings results from the best class of wage-workers.

# LOUISIANA.

New Orleans. Item, official journal of the city. Av. cir. first eight months 1905, 22,095.

# MAINE.

Augusta. Comfort, mo. W. H. Gannett, pub. Actual average for 1905, 1,269,578.

Augusta. Kennebec Journal, dy. and wy. Average daily, 1905, 6,986. weekly, 2,090.

Bangor. Commercial. Average for 1905, daily 9,455. weekly 29,117.

Dover. Piscataquis Observer. Actual weekly average 1905, 2,019.

Lewiston. Evening Journal, daily. Aver. for 1905, 7,598 (©), weekly 17,448 (©).


Phillips. Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1905, 3,077.

Portland. Evening Express. Average for 1905, daily 12,005. Sunday Telegram, 8,428.

# MARYLAND.

Baltimore. American, dy. Aver. to June 30, '05, 64,068. Sun., 58,318. No return privilege.


Baltimore. News, daily. Evening News Publishing Company. Average 1905, 60,678. For February, 1906, 64,869.

 The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## MASSACHUSETTS.

**Boston.** Evening Transcript (©). Boston's tea table paper. Largest amount of week day av.

**Boston Globe.** Average 1905, daily, 192,581. Sunday, 299,643. "Largest Circulation Daily of any two cent paper in the United States 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

 The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

**Boston.** Post. Average for Feb., 1906, Boston Daily Post 250,129; Boston Sunday Post, 251,561. Daily gain over February, 1905, 12,357; Sunday gain over February, 1905, 46,136. Flat rates, r. o. p., daily, 30 cents; Sunday, 15 cents. The Great Breakfast Table Paper of New England.

**Fall River.** News. Largest circ'n. Daily av. 905, 6,668; Robt. Times. Rep., 116 Nassau St. N. Y.

**Springfield.** Farm and Home. National Agricultural semi-monthly. Total paid circulation, 272,564. Distributed at 59,164 postoffices. Eastern and Western editions. All advertisements guaranteed.

**Springfield.** Good Housekeeping, mo. Average 1905, 206,083. No issue less than 200,000. All advertisements guaranteed.

**Springfield.** New England Homestead. Only important agricultural weekly in New England. Paid circulation, 40,000. Reaches every post-office in Mass., R. I. and Conn., and all in Vermont, New Hampshire and Maine, except a few in the woods. All advertisements guaranteed.

**Worcester.** Evening Post, daily. Worcester Post Co. Average for 1904, 12,617.

**Worcester.** L'Opinion Publique, daily (©). Paid average for 1905, 4,255.

## MICHIGAN.

**Adrian.** Telegram. Dy. av. last three months, 1905, 5,171. Payne & Youngs. Specials.

**Grand Rapids.** Herald. Average daily issue last six months of 1904, 28,661. Only morning and only Sunday paper in its field. Grand Rapids (pop. 100,000) and Western Michigan (pop. 750,000).

**Grand Rapids.** Evening Press dy. Average 1905, 46,456. Covers Western Michigan.

**Jackson.** Morning Patriot. average February 1906, 5,565; Sunday, 5,985; weekly, 2,812.

**Kalamazoo.** Evening Telegraph. Last 6 mos. 1905, dy. 10,459, Dec., 10,921. s. w. 9,969.

**Saginaw.** Courier Herald. daily. Sunday. Average 1905, 12,594; February, 1906, 18,855.


**Saginaw.** Evening News, daily. Average for 1905, 16,710. February, 1906, 18,854.

**Sault Ste. Marie.** Evening News, daily. Average, 1904, 4,212. Only daily in the two Soos.

## MINNESOTA.


**Minneapolis.** Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1905, 46,428.

**Minneapolis.** Farm, Stock and Home, semi-monthly. Actual average 1904, 79,750. Actual average 1905, 87,187.


 The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

**Minneapolis.** Svenska Amerikanska Posten, sven. J. Turnblad, pub. 1905, 51,512.

**Minneapolis.** Journal, Daily and Sunday. In 1905 average daily circulation 67,588. Daily average circulation for first two months 1906, 68,840. Average Sunday circulation, February, 1906, 68,287.

 The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

**Minneapolis Tribune.** W. J. Murphy pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the last six months of 1905, was 79,928. The daily Tribune average per issue for the last six months of 1905, was 105,596.

 **CIRCULAT'N** The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds 43,000 daily. The Tribune is the recognized Want Ad paper of Minneapolis.

**St. Paul.** The Farmer, s-mo. Rate, 40c. per line, with discounts. Circulation for six months ending December, 1905, 92,625.

**St. Paul.** Dispatch. Average net sold for year 1905, 60,565 daily.

**St. Paul.** Volkszeitung. Actual average 1904, dy. 14,221. dy. 27,870. Sonntagsblatt 27,880.

## MISSISSIPPI.

**Hattiesburg.** Progress, ev'g. Av. dy. circ., y'r end'g Jan., 1905, 2,175. Pop. 14,000, and growing.

## MISSOURI.

**Kansas City.** Journal, d'y and w'y. Average for 1905, daily 65,446, weekly 305,001.

**Joplin.** Globe, daily. Average 1905, 12,294. Dec., 65, 14,088. E. Katz, Special Agent. N. Y.

**St. Joseph.** News and Press. Circulation 1905, 55,158. Smith & Thompson, East. Rep.


**St. Louis.** National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1905, 8,041 (©). Eastern office, 59 Maiden Lane.

**St. Louis.** National Farmer and Stock Grower, monthly. Average for 1902, 68,583; averages for 1903, 106,625; average for 1904, 104,750.

## MONTANA.

**Butte.** Inter-Mountain. Sworn average daily circ'n 1905, 11,776. Aver. Dec., 1905, 12,698.

## NEBRASKA.

 **Lincoln.** Daily Star evening and Sunday morning. Actual daily average for 1904, 15,239. For 1905, 16,409. Only Nebraska paper that has the Guarantee Star.

**Lincoln.** Deutsch-Amerikan Farmer, weekly. Average 1905, 147,022.

**Lincoln.** Freie Presse, weekly. Actual average for 1905, 150,784.

**Lincoln.** Journal and News. Daily average 1904, 26,338. February, 1905, average, 28,055.

## NEW HAMPSHIRE.

**Nashua.** Telegraph. The only daily in City. Sworn aver. for Sept. and Oct., 1905, 4,204.

## NEW JERSEY.

**Elizabeth.** Journal. Av. 1904, 5,522; first 6 mos. 1905, 6,513; last 6 mos. 1905, 6,718.

**Jersey City.** Evening Journal. Average for 1905, 22,546. Last 3 mos. 1905, 25,408.

**Newark.** Evening News. Evening News Pub. Co. Average for 1905, 60,102; Feb. '06, 63,539.

**Trenton.** Times. Av. 1905, (net) 16,458. Dec., '05, av. 17,228. Returns, spotted not counted.



**NEW YORK.**

**Albany.** Evening Journal. Daily average for 1905, 16,512. It's the leading paper.

**Albany.** Times-Union, every evening. Est. 1856. Average for 1905, \$4,639; December, 55,479.

**Binghamton.** Evening Herald, daily. Herald Co. Aver. for year end, June, 1905, 12,289 (3).

**Buffalo.** Courier, morn. Av. 1905, Sunday 86,774; daily 48,008; Enquirer, even., 31,027.

**Buffalo.** Evening News. Daily average 1904, 88,457; 1905 94,690.

**Corning.** Leader, evening. Average, 1904, 6,258; 1905, 6,595.

**Cortland.** Democrat, Fridays. Est. 1840. Aver. 1905, 2,126. Only Dem. paper in county.

**Glens Falls.** Morning Star. Average circulation, 1904, daily 2,292.

**Leroy.** Gazette, est. 1826. Av. 1905, 2,287. Largest city, cir. Genesee, Orleans, Niagara Co.'s.

**Mount Vernon.** Daily Argus. Average 1905, 2,318. Westchester County's leading paper.

**Newburgh.** News, daily. Av. 1905, 5,160. 5,000 more than all other Newburgh papers combined.

**New York City.**

**American Magazine** (Leslie's Monthly). Present average circulation, 256,108. Guaranteed average, 250,000. Excess, 75,296.

**New York.** American Agriculturist. Best farm and family agricultural weekly in Middle and Southern States. Circulates 100,000 copies weekly, of which 95,463 are actual paid subscribers, as per count of June 1, 1905. The extraordinary character and purchasing power of its readers is emphasized by the fact that AMERICAN AGRICULTURIST'S subscribers in New York include every postoffice in the State. In New Jersey it goes to 75 of all the postoffices; in Delaware 55, in Pennsylvania 74, in Ohio 85, and to 39% to 40% of the postoffices in the Southern States. All advertisements guaranteed.

**Army & Navy Journal.** Est. 1863. Actual weekly average for 32 issues, 1905, 9,442 (66).

**Bakers Review** monthly. W. R. Gregory Co., publishers. Actual average for 1905 5,608.

**Benziger's** magazine, family monthly. Benziger Brothers, Average for 1904, 57,025. present circulation, 50,000.

**Chipper**, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1905, 26,228 (60).

**Gaelic American**, weekly. Actual average for 1904, 8,179; for 1905, 28,989.

**Haberdsasher**, m., est. 1881. Actual average for 1905, 7,166. Binders' affidavit and Post Office receipts distributed monthly to advertisers.

**Hardware Dealers' Magazine**, monthly. In 1905, average issue, 19,020 (60). D. T. MALLETT, Pub., 253 Broadway.

**Leslie's Weekly**. Actual aver. year end, Aug. 1904, 69,077. Pres. ar. over 85,000 weekly.

**Music Trade Review**, music trade and art weekly. Average for 1904, 5,509.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, **11,001**. Actual weekly average for 1904, **14,918**. Actual weekly average for 1905, **15,090** copies.

The Billboard, America's Leading Theatrical weekly. New York Office, 1440 Broadway. Walter K. Hill, Mgr. Phone 1630 Bryant.

The People's Home Journal, al. 544,541 monthly. Good Literature, 444,667 monthly, average circulations for 1905—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Tea and Coffee Trade Journal. Average circulation for 1905, 4,205 (3); March, 1906, issue, 6,694 (3).

The Wall Street Journal. Dow, Jones & Co., publishers. Daily average 1905, 15,153.

The World. Actual aver. for 1905, Morn., 205,490. Evening, 371,706. Sunday, 411,074.

Rochester. Case and Comment, mo. Law. Av. for 1904, 30,000; 5 years' average, 50,108.

Schenectady. Gazette, daily. A. N. Decty. actual average for 1904, 12,574; 1905, 12,058.

Syracuse. Evening Herald, daily. Herald Co. pub. Aver. 1905, daily 55,552. Sunday 60,098.

Utica. National Electrical Contractor, mo. Average for 1905, 2,645.

Utica. Press, daily. Otto A. Meyer, publisher. Average for 1905, 14,589.

**NORTH CAROLINA.**

Raleigh. Biblical Recorder, weekly. Av. 1905, 8,872. Av. 1904, 9,756. Av. for 1905, 10,206.

Raleigh. Evening Times. Leads all afternoon papers in circulation between Richmond and Atlanta. Full A. P. dispatches. Actual daily average 1905, 4,251; weekly Times, 2,040.

**OHIO.**

Ashtabula. American Sanomat. Finnish. Actual average for 1905, 10,766.

The Billboard, America's Leading Theatrical weekly. Cincinnati, New York, Chicago.

Cleveland. Engineers' Review. Actual cir. for 1905, 250,650; monthly aver, 20,888 copies.

Cleveland. Plain Dealer. Est. 1841. Actual daily average 1904, 79,140; Sunday 64,198. Jan., 1905, 67,777 daily, Sunday, 78,187.

Dayton. Herald, evening. Circ., 1905, 17,518. Largest in Dayton, paid at full rates.

Youngstown. Vindicator. D'y ar. '05, 12,910; Sy. 10,178; LaCoste & Maxwell, N.Y. & Chicago.

Zanesville. Times-Recorder. Sworn average 1903, 10,544. Guaranteed double nearest competitor and 50% in excess combined competitors.

**OKLAHOMA.**

Oklahoma City. The Oklahoman. 1905 aver. 11,161. Dec., '05, 11,980. E. Katz, Agent, N.Y.

**OREGON.**

Portland, Journal. Dy. and Sy. Actual aver. for Feb., 1906, 25,254. Aver. year '05, 21,926.

**PENNSYLVANIA.**

Chester. Times, ev'g d'y. Average 1905, 7,740. N. Y. office, 230 B'way. F. R. Northrup, Mgr.

Erie. Times, daily. Aver. for 1905, 15,248. February, 1906, 16,886. E. Katz, Sp. Ag., N. Y.

Harrisburg. Telegraph. Sworn ar., Jan., 12,384. Largest paid circulat'n in Pa'g, or no pay.

Philadelphia. Confectioners' Journal, mo. Av. 1904, 5,004; 1905, 5,470 (60).

"In Philadelphia nearly everybody reads THE BULLETIN."

Philadelphia. German Daily Gazette. Aver. circulation, 1905, daily 51,508; Sunday, 44,465; sworn statement. Circulation books open.

Philadelphia. The Press is the Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn daily average for 1905, 106,600; Sunday average February,



1906, 149,168.



# The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of February, 1906:

1.....	229,183	15.....	222,184
2.....	230,672	16.....	225,658
3.....	222,547	17.....	240,789
4.....	223,748	18.....	Sunday
5.....	230,920	19.....	233,933
6.....	227,631	20.....	231,538
7.....	225,971	21.....	225,787
8.....	223,424	22.....	215,659
9.....	230,090	23.....	235,361
10.....	225,763	24.....	237,158
11.....	225,687	25.....	Sunday
12.....	229,183	26.....	227,739
13.....		27.....	220,346
14.....		28.....	221,990

Total for 24 days, 5,439,390 copies.

NET AVERAGE FOR FEBRUARY.

## 226,641 copies a day

THE BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.

The circulation of THE BULLETIN is larger than that of any daily newspaper published in the State of Pennsylvania.

Philadelphia. Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1905, 565,261. *Printers' Ink* awarded the seventh Sugar Bowl to Farm Journal for the reason that "that paper, among all those published in the United States,



"through its advertising columns."

"has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them."



## THE PITTSBURG POST,



the largest daily (morning) and Sunday circulation in the city of Pittsburgh, has never made use of premiums or gift enterprises as circulation getter. It goes to the home of the buyer. The Western Pennsylvania field cannot be covered without the POST. Objectionable advertising is excluded from its columns. Cir., '05, dy. 68,778, S. 67,011.



West Chester. Local News, daily. W. H. Hodgson. Average for 1905, 15,297. In its 54th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Williamsport. GRIFFIN America's Greatest Weekly. Average 1905, 226,718. Smith & Thompson, Repts., New York and Chicago.

Yerk. Dispatch and Daily. Average for 1905, 15,551. Enters two-thirds of York homes.

## RHODE ISLAND.

Pawtucket. Evening Times. Average circulation, 16,859 for 1905.

Providence. Daily Journal, 17,290 (©). Sunday, 20,486 (©). Evening Bulletin 57,856 average 1904. Providence Journal Co., pubs.

Westerly. Sun. Geo. H. Utter, pub. Aver. 1905 4,467. Largest circulation in Southern R. I.

## SOUTH CAROLINA.

Charleston. Evening Post. Actual dy. average for 1905, 4,505.



Columbia. State. Actual average for 1905, daily 9,587 copies (©); semi-weekly, 2,625, Sunday '05, 11,072 (©). Actual average July to Dec. '05, daily 10,152; Sunday 11,594.

## TENNESSEE.

Knoxville Journal and Tribune. Daily average year ending Dec. 31, 1905, 15,018 (K). Weekly average 1904, 14,515.

One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

Memphis. Commercial Appeal, daily. Sunday, weekly. Average 1st 5 mos. 1905, daily 89,120, Sunday, 55,497, weekly, 81,822. Smith & Thompson, Representatives N. Y. & Chicago.

Nashville. Banner, daily. Aver. for year 1905, 18,772; for 1904, 20,705; for 1906, 20,227.

## TEXAS.

Denton. Record and Chronicle. Daily av. 1905, 974. Weekly av., 2,141. The daily and weekly reach nearly 90 per cent of the tax paying families of Denton county.

El Paso. Herald. Av. '04, 4,211; June '05, 5,080. Merchants' canvass showed HERALD in 80% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.

San Angelo. Standard, weekly. Average for 1904, 2,909.

## VERMONT. I

Burke. Times, daily. F. E. Langley. Aver. 1905, 5,527, for last six months, 1905, 5,691.

Burlington. Daily News, evening. Actual daily average 1904, 6,018; 1905, 6,886; December, 1905, 7,491.

Burlington. Free Press. Daily av. '04, 6,682, '05, 6,558. Largest city and State circulation. Examined by Assoc'n of American Advertisers.

Rutland. Herald. Average 1904, 5,527. Average 1905, 4,286.

St. Albans. Messenger, daily. Actual average for 1905, 5,051.

## VIRGINIA.

Norfolk. Dispatch. Average 1904, 9,400; 1905, 11,660. Dec., '05 av. 12,656. Largest circ'n

Norfolk. Landmark (©). Leading home paper. Circ. genuine. No pads. Vandoren, Sp'l



Richmond. Times-Dispatch, morning. Actual daily average year ending December, 1905, 20,376. High price circulation with no waste or duplication. In ninety per cent of Richmond homes The State paper.

## WASHINGTON.

Olympia. Recorder—evenings. Just increased to 6 pages daily, 12 pages Saturdays.

Tacoma. Ledger. Daily average 1905, 15,544; Sunday, 20,255; weekly, 9,642.

Tacoma. News. Daily average 5 months ending May 31, 16,527. Saturday issue, 17,495.

## WEST VIRGINIA.

Parkersburg. Sentinel, daily. R. E. Hornor, pub. Average for 1904, 2,820.

Wheeling. News. Daily paid circ., 11,196. Sunday paid circ., 11,887. For 1905. Guarantee a paid circulation equal to any other two Wheeling papers combined.

**WISCONSIN.**

**Janesville.** Gazette, d'y and s-w'y. Circ'n—average 1905, daily 8,149; semi-weekly 3,059.

**Madison.** State Journal, d'y. Circulation average 1905, 8,482. Only afternoon paper.

**Milwaukee.** Evening Wisconsin, d'y. Av. 1905, 26,648 (©©).



**Milwaukee.** The Journal, even. Average 1905, 40,517; Feb. 1906, 45,224. The paid daily circulation of The Milwaukee Journal is double that of any other evening and more than is the paid circulation of any Milwaukee Sunday newspaper.

**Oshkosh.** Northwestern, daily. Average for 1904, 7,251. First eight months 1905, 7,605.



## THE WISCONSIN AGRICULTURIST.

**Racine, Wis.** Est. 1877; only Wisconsin paper whose circulation is guaranteed by the Am. Newspaper Directory. Actual weekly average for 1904, 27,254; for 1905, 41,748. N. Y. Office, Temple Court. W. C. Richardson, Mgr.

**WYOMING.**  
**Cheyenne.** Tribune. Actual daily average net for 1905, 4,511.

**BRITISH COLUMBIA.**

**Vancouver.** Province, daily. Average for 1905, 8,687; Feb. 1906, 9,422. H. DeClerque, U. S. Rep., Chicago and New York.

**Victoria.** Colonist, daily. Colonist P. & P. Co. Aver. for 1904, 48,56 (\*); for 1905, 4,802.

**MANITOBA, CAN.**

**Winnipeg.** Free Press, daily and weekly. Average for 1905, daily 30,048; weekly, 15,654. Daily, February, 1906, 32,874.

**Winnipeg.** Der Nordwesten, Canada's German Family and Agricultural Weekly. Reaches all the German-speaking population of 300,000—its exclusive field. Average for 1905, 18,682; FOR LAST SIX MONTHS, 15,718.

**Winnipeg.** Telegram. Daily av. '05, 18,707; last three months 20,577. (Sat. 23,000).

**NEW BRUNSWICK, CAN.**

**St. John.** Star. Actual daily average for October, November, December, 1904, 6,091.

**NOVA SCOTIA, CAN.**

**Halifax.** Herald (©©) and Evening Mail. Circulation, 1905, 15,558. Flat rate.

**ONTARIO, CAN.**

**Toronto.** Canadian Implement and Vehicle Trade, monthly. Average for 1905, 6,085.

**Toronto.** The News, Suorn average daily circulation for year ending Dec. 30, 1905, 38,282. Advertising rate 66c per inch. Flat.

**Toronto.** Star, daily. Daily average January, 1906, 41,855.

**QUEBEC, CAN.**

**Montreal.** La Presse. La Presse Pub. Co. Ltd., publishers. Actual average 1904, daily 80,259; 1905, 96,771; weekly, 48,207.

**Montreal.** Star, d'y & w'y. Graham & Co. Av. for 1904, d'y, 56,795, w'y, 125,240. Av. for 1905, d'y, 58,125; w'y, 126,807.

**Sherbrooke.** Daily Record. Average 1905, 6,152; February, 1906, 6,892.

# The Norwalk (Conn.) Hour

The Roll of Honor in PRINTERS' INK is one of the best advertising schemes that I know of. The Norwalk *Hour* has been on the list in this department of PRINTERS' INK for some time, and we have received considerable business from advertisers who took an interest in our publication through that medium. If a newspaper has a circulation which it can prove, the publisher makes no mistake in employing the aid of this department of the Little Schoolmaster. — *Edward Thomas, Treasurer and Manager, Norwalk, Conn., March 13, 1906.*

# (◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,146 publications listed in the 1905 issue of Rowell's American Newspaper Directory, one hundred and twelve are distinguished from all the others by the so-called gold marks (◎◎).

Announcements under this classification, from publications having the gold marks in the Directory, cost 20 cents per line per week, two lines (the smallest advertisement accepted) cost \$20.40 for a full year, 10 per cent discount, or \$18.72 per year spot cash, if paid wholly in advance.

## WASHINGTON, D. C.

THE EVENING AND SUNDAY STAR (◎◎). Reaches 90% of the Washington homes

## GEORGIA.

ATLANTA CONSTITUTION. Aver 1905, Daily \$8,590 (◎◎). Sunday \$8,751. Wg, '04, 107,925.

## ILLINOIS.

GRAIN DEALERS JOURNAL (◎◎). Chicago. Largest circulation, best in point of quality

BAKERS' HELPER (◎◎). Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

## KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city - read by best people.

## MASSACHUSETTS.

BOOT AND SHOE RECORDER, Boston (◎◎) - greatest trade paper - circulation universal.

BOSTON PILOT (◎◎), every Saturday. Roman Catholic. Patrick M. Donahoe, manager.

BOSTON EVENING TRANSCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

Boston, Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America.

TEXTILE WORLD RECORD (◎◎), Boston. Is the "bible" of the textile industry. Send for booklet, "The Textile Mill Trade."

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

## MINNESOTA.

### NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn., \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

## NEW YORK.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

THE NEW YORK TIMES (◎◎). Over 100,000 net bona fide sale in New York City.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation, influence and prestige.

THE CHURCHMAN (◎◎). Est. 1844, Saturdays; Protestant-Episcopal. 47 Lafayette Place.

THE IRON AGE (◎◎), established 1855. The recognized authority in its representative fields.

ENGINEERING NEWS (◎◎).—A technical journal of character and standing.—Times, N. Y.

E. News prints more transient ads than all other technical papers: 1½ & 3c. a word. Try it.

HARDWARE DEALERS' MAGAZINE.

In 1905, average issue, 18,020 (◎◎).

U. I. MALL-ET. Pub., 283 Broadway, N. Y.

STREET RAILWAY JOURNAL (◎◎). The standard authority the world over on street and interurban railroading. Average weekly circulation during 1905 was 8,190 copies.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York HERALD first

CENTURY MAGAZINE (◎◎). There are few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎) daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser

ELECTRICAL WORLD (◎◎), established 1874. The great international weekly. The consolidation of the ELECTRICAL WORLD and ENGINEER and AMERICAN ELECTRICIAN. Average circulation, 1905. ELECTRICAL WORLD and ENGINEER (weekly), 13,702. AMERICAN ELECTRICIAN (monthly), 17,917.

## OHIO.

CINCINNATI ENQUIRER (◎◎). Great-influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.—Chicago.

## PENNSYLVANIA.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn daily average 1905, 106,600, Sunday average February, 1906, 148,168.

THE PUBLIC LEDGER (◎◎)—Independence Hall and Public Ledger are Philadelphia's landmarks, only paper allowed in thousands of Philadelphia homes. Circulation now larger than in 70 years. PUBLIC LEDGER gained 1,365 columns advertising in five months ending Dec. 1st, 1905, over same period 1904.

## THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C. Highest quality, large-t circulation in South Carolina.

## TENNESSEE.

THE TRADESMAN (◎◎) Chattanooga, Tennessee; semi-monthly. The South's authoritative industrial trade journal.

## VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

## WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

## CANADA.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation 15,558, flat rate.

1846 - 1906

# THE DRY GOODS ECONOMIST

is one of the few publications in America which has passed the half century mark and shown an increasing power from year to year. It is pre-eminent in its field and recognized nationally as the authoritative guide in the buying of merchandise by the great army of merchants.

To the manufacturer and wholesaler of textile and other products sold in department and dry goods stores it is a positive essential in his plans for distribution.

*Rates and full particulars on request.*

**DRY GOODS ECONOMIST**

192½-200 GREENE STREET

NEW YORK

GOLD



MARK

(⊙ ⊙) Advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ⊙.—*Webster's Dictionary.*

# THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which it Appears.

Advertisements under this heading, from papers of the requisite grade and class, cost twenty cents per line per week. Under a YEARLY contract, two lines (the smallest advertisement accepted) cost \$20.80 for a full year, ten per cent discount, or \$18.72 spot cash, if paid wholly in advance.

## CALIFORNIA.

THE BILLBOARD for musicians, vocalists and lecturers. San Francisco, 37 Phelan Bldg., 806 Market St.

## COLORADO.

THE Denver POST, Sunday edition, March 11, 1906, contained 4,912 different classified ads, a total of 106,910 columns. The POST is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the POST is 3c. per line each insertion, seven words to the line.

## CONNECTICUT.

MERIDEN, Conn. RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a week. "Agents Wanted," etc., half cent a word a day.

## DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (C) (C). carries DOUBLE the number of WANT Ads of any other paper. Rate 1c. a word.

## GEORGIA.

CLASSIFIED advertisements in the PRESS, of Savannah, Ga., cost one cent a word—three insertions for price of two—six insertions for price of three.

## ILLINOIS.

THE Champaign NEWS is the leading Want ad medium of Central Eastern Illinois.

THE BILLBOARD for privilege men and concessionaires. CHICAGO, 87 S. Clark, Room 61.

PEORIA (Ill.) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want ad" directory.

## INDIANA.

THE Terre Haute STAR is the recognized Want-Ad medium of Terre Haute.—Results have made it so; one cent per word.

THE Muncie STAR is practically the only classified medium in Muncie, Delaware County, and seven adjoining counties.

More classified ads are printed daily in the Muncie STAR than in all other papers in its territory combined.

DURING the month of January, 1906, The Indianapolis STAR published over 88,000 lines of classified advertising. In the same month in 1905 the STAR published 64,935—showing a gain of 23,155 lines.

This argument in itself is strong enough to show the prestige of the Indianapolis STAR and the pulling power of its advertising columns.

THE Star League, consisting of the Indianapolis STAR, Muncie STAR and Terre Haute STAR, general offices at Indianapolis, are leaders collectively and individually in the volume of classified advertising carried. Rate in each, one cent per word; combination rate, two cents per word.

If you want results from classified advertising in Indiana, use the Star League.

THE Indianapolis NEWS during the year 1905 printed 96,982 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 396,941 separate paid Want ads during that time.

## IOWA.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

THE Des Moines REGISTER and LEADER, only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

## MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

## MARYLAND.

THE Baltimore NEWS carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

## MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

THE BOSTON GLOBE, daily and Sunday, in 1906, printed a total of 427,227 classified ads. There were no trades, deals or discounts. There was a gain of 9,920 over 1904, and was 15,847 more than any other Boston paper carried in 1905.



25 CENTS for 30 words, 5 days.

DAILY ENTERPRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

## MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result getter; circulation in excess of 13,500; 1c. word; 1/2c. subsequent.

## MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers, which is 30,000 odd each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 30 columns of Want advertisements every week at full price (average of two pages a day), no free ads; price covers both morning and evening issues. Rate, 10 cents per line, Daily or Sunday.

THE Minneapolis Daily and Sunday JOURNAL carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clarivoyant nor objectionable medical advertisements printed.

Correct statement of classified Wants printed in February, 115,892 lines. Individual advertisements, 18,071.

Circulation, 1903, 57,039; 1904, 64,384; 1905, 67,568. First two months 1906, 68,840. The average Sunday circulation, 68,287.

**THE ST. PAUL-DISPATCH IS ALL YOU NEED** in St. Paul for Want Ads. It carries more advertising than all other St. Paul mediums combined. The sworn average daily net printed and sold circulation of the St. Paul DISPATCH for year 1905 was 60,563—no returns allowed. It is the only newspaper of its circulation in St. Paul or Minneapolis that charges full rates for all classifications of want ads. The 1905 want advertising shows an increase of 218,400 lines over 1904. Seven telephone trunk lines assist in receiving local classified business.

**MISSOURI.**

**THE Joplin Globe** carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

**MONTANA.**

**THE Adaconda STANDARD** is Montana's great "Want Ad" medium; i. e. a word. Average circulation (1905), 11,114. Sunday, 13,888.

**NEBRASKA.**

**LINCOLN JOURNAL AND NEWS**, combined circulation over 37,000. Cent a word.

**NEW JERSEY.**

**DAILY ENTERPRISE**, Burlington—Want medium of the county; 1c. word; results sure.

**ELIZABETH DAILY JOURNAL**—Leading Home E. paper, 10 to 24 pages. Only "Want" Medium. Cent-a-word. Largest circulation.

**NEWARK, N. J., FRISKE ZEITUNG** (Daily and Sunday) bulks of city's 100,000 Germans. One cent per word, 8 cents per month.

**NEW YORK.**

**THE EAGLE** has no rivals in Brooklyn's classified business.

**THE Post-Express** is the best afternoon Want ad-medium in Rochester.

**ALBANY EVENING JOURNAL**, Eastern N. Y.'s best paper for Wants and classified ads.

**THE BILLBOARD** for actors, actresses and performers. New York, 1410 B'way, Room 8.

**DAILY ARGUS**, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

**BUFFALO NEWS** with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

**THE TIMES-UNION**, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

**PRINTERS' INK**, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, advertising, halftone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat: six words to a line. Sample copies, ten cents.

**NORTH DAKOTA.**

**GRAND FORKS HERALD**, Circ. Sept. '05, 6,515. Examination by A. A. A. June '06. Biggest Daily in N. D. La Cote & Maxwell, N. Y. Rep's.

**OHIO.**

**YOUNGSTOWN VINDICATOR**—Leading "Want" medium, 1c. per word. Largest circulation.

**THE BILLBOARD** for street men, sidewalk salesmen, drifters and itinerant merchants in all lines. Although essentially and primarily a theatrical and amusement journal, the demonstrating salesmen and peddlers of the sidewalks have also claimed it for their own. Practically every one of them in America reads it regularly every week; 15 cents per line flat.

Address **THE BILLBOARD PUBLISHING CO.**, Cincinnati, O.

**OKLAHOMA.**

**THE OKLAHOMAN**, Okla. City, 11,980. Publishes more Wants than any four Okla. competitors.

**OREGON.**

**PORTLAND JOURNAL**, Daily and Sunday, leads in "Want ads," as well as in circulation, in Portland and in Oregon.

**PENNSYLVANIA.**

**THE Chester, Pa., TIMES** carries from two to five times more classified ads than any other paper.

**WHY DON'T YOU PUT IT IN THE PHILADELPHIA BULLETIN!** Want Ads in **THE BULLETIN** bring prompt returns, because "in Philadelphia nearly everybody reads **THE BULLETIN**." Net daily average circulation for February, 1906: 236,641 copies per day. (See Roll of Honor column.)

**SEE ROLL OF HONOR**

"Nearly everybody who speaks the German language in, around and about Philadelphia, reads the **GERMAN DAILY GAZETTE**."

**"THERE'S A REASON"**

**SOUTH CAROLINA.**

**THE Columbia STATE** (☉ ☉) carries more Want ads than any other S. C. newspaper.

**TEXAS.**

**THE EVENING TRIBUNE**, Austin, Texas. Paid city circulation 1,800. Outside circulation 400. One cent a word.

**VIRGINIA.**

**THE NEWS LEADER**, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (28,575 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified advts., one cent a word per insertion, cash in advance, no advertisement counted as less than 25 words no display.

**BRITISH COLUMBIA.**

**VICTORIA COLONIST**. Oldest established paper (1857). Covers entire Province. Greatest Want Ad medium on the Canadian Pacific Coast. W. Clarence Fisher, 634 Temple Court Bldg., N. Y., Special Eastern Agent.

**CANADA.**

**THE Halifax Herald** (☉) and **THE MAIL**—Nova Scotia's recognized Want ad mediums.

**LA PRESSE**, Montreal. Largest daily circulation in Canada without exception. (Daily 95,825. Saturdays 113,892—sworn to.) Carries more want ads than any French newspaper in the world.

**THE DAILY TELEGRAPH**, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

**THE Montreal DAILY STAR** carries more Want advertisements than all other Montreal dailies combined. **THE FAMILY HERALD** and **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

**THE Winnipeg FREE PRESS** carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

# A Special Issue of To GENERAL ADVERTISER

## April 18, 1906.

## Press

**F**OR the primary purpose of obtaining new subscribers, a copy of PRINTERS' INK for April 18, 1906 — press day as above stated — will be sent to about 19,000 names, making a total edition for April 18th of, approximately, 34,000 copies. \* \* \*

The nineteen thousand extra copies are sent to as many names, marked personal. Every copy so marked goes to an advertising manager or a member of a firm who is in charge of the advertising department. This list is entirely up to date. It was compiled by a trained statistician of the Chicago *Daily News*, which went to every reasonable source and expended every reasonable effort to get every name possible who is connected with, or has any relation to, the general advertising business in the United States.

Mr. S. S. Rogers, of the *News*, says: "It is the largest of any advertiser's list in the country—live, up-to-date names. It does not merely consist of firm names, but the names of those who direct the firms' advertising."

\* \* \*

PRINTERS' INK will pursue a follow-up campaign extending over four weeks for the purpose to convert these people into readers of the Little Schoolmaster. Every party so followed up needs PRINTERS' INK and its helpful

**The Printers' Ink Publishing Co.**  
10 Spruce Street, New York

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# of Printers' Ink ADVERTISERS

Press Day, April 11, 1906.

weekly suggestions and information, and many of them will be convinced of this fact when they read the special issue of April 18th. \* \* \*

If you are the publisher of a newspaper or magazine of character, one that has a story and facts worth presenting to an advertiser, you can find no better, no more effective and economical medium than PRINTERS' INK, and particularly no more advantageous single issue than the special edition above set forth.

The same argument is true for anyone else who makes or deals in anything which large and small advertisers use or ought to use in the conduct of their business.

**A**LTHOUGH the April 18th edition goes to almost twenty thousand extra and especially valuable names, the **usual rates only** will be charged as stated below.

**Forms Close April 11, 1906.**

## ADVERTISING RATES:

20 cents a line, \$3 one inch, \$10 quarter page, \$20 half page, \$40 for whole page. For advertisements in specified positions, if granted, double price will be charged. A discount of 5 per cent may be deducted if check is sent with order and copy, which must reach this office on or before April 11, 1906.

**nk Publishing Company,**  
Street New York City.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

## ADVERTISING RATES.

Advertisements 20 cents a line, pearl measure, 15 lines to the inch (\$3: 200 lines to the page \$40). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for pro rata.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG.

Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, EC

NEW YORK, MARCH 21, 1906.

**PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.**

## S. H. KAUFFMAN DEAD.

PRESIDENT OF THE EVENING STAR NEWSPAPER COMPANY OF WASHINGTON.

S. H. Kauffman, president of the Evening Star Newspaper Company, president of the Corcoran Gallery of Art, and former president of the American Newspaper Publishers' Association, died at his home in Washington, D. C., on March 15, 1906.

He was born in Wayne County, Ohio, April 30, 1829. Mr. Kauffman was a newspaper publisher in Ohio during the fifties.

MR. WILLIAM M. BAKER, of *Success Magazine* advertising staff, died on Sunday, March 11th.

L. L. DAVIDSON, until recently business manager of the *San Antonio Gazette*, is now with the Chattanooga office of Nelson Chesman & Co.

A HANDSOMELY illustrated folder of especial interest to members of the National Educational Association has just been issued by the Passenger Department, Denver & Rio Grande Railroad, Denver, Col.

THE publishers of *Suburban Life* have secured the services of Mr. David D. Lee, formerly assistant advertising manager of *Appleton's Booklovers Magazine*, who will occupy the position of eastern advertising manager of *Suburban Life*, with headquarters at the Presbyterian Building, 156 Fifth avenue, New York.

## A DISGRACE.

The appointment of Ex-Congressman Loud of California to represent the United States of America at the Universal Postal Congress in April next, at Rome, Italy, is to be regretted. Arthur Brisbane justly puts it this way:

Our representation at Rome is a disgrace to the people of America, a disgrace to the Post-Office, a disgrace to Mr. Roosevelt, and a direct insult offered by him to the American voters, whose decision he has overruled. If the people remove a man from their payroll, Mr. Roosevelt should not put him back.

## SPRINGFIELD FORMING AD CLUB.

A meeting was held recently in Springfield, Ill., to take the first steps toward organizing an advertising club in that city. Newspapers, prominent advertisers and others are interested. Those present were: Frederick Mackey, Charles A. Pfeiffer, W. E. Coleman, J. O. Haworth, W. J. Horn, Harry Hofferkamp, David Howells, N. R. Jerald, Louis J. Samuels, Robert H. Lord, A. L. Bowen, A. Appel, Latham T. Souther, Roy M. Noblett, William H. Sullivan, D. J. Callahan, Homer E. Foster, Charles F. Hodgson, and Harry J. E. Knotts.

"WHOEVER mentions America's leading newspapers mentions the New York Herald (●●) first."

The St. Louis Advertising Men's League, at its sixty-cent noon-day luncheons in the Jefferson Hotel, listens to short papers on advertising topics. These are intended to provoke discussion.

#### A TRUST COMPANY'S REALTY ADVERTISING.

A sixty-eight page catalogue, handsomely printed, issued by the Mercantile Trust Company, St. Louis, lists several thousand pieces of business, residence and investment property in that city for which the institution is selling agent. Prices are given, with full descriptions, and general information regarding the stability of St. Louis real estate. This catalogue is not only a commendable bit of advertising to appear with the name of a banking institution on its cover, but is the sort of catalogue that realty men would do well to copy.

UPON an order granted by Justice Amend of the Supreme Court, the National Cloak and Suit Company, 119 and 121 West 23d street, New York, has secured an injunction restraining Bernard B. Given, of Syracuse, N. Y., trading under the name of the New York Cloak, Suit and Fur Company, from issuing and distributing circulars and fashion sheets in imitation of those issued by the National Cloak and Suit Company. It was shown by the affidavits that Given had appropriated a fashion sheet of the National Cloak and Suit Company and reproduced it in almost its original form, merely substituting his own name for that of National Cloak and Suit Company. This decision is important on account of the tendency of a great many unscrupulous concerns to reproduce the advertising matter of reputable houses, and it is likely that it will have a good effect.—George Batten Company.

#### REASON-WHY

"Trust in the Lord and keep your powder dry," was Cromwell's battle cry.

And his "Iron Sides" won.

"Plan your Advertising Campaign wisely and have your Copy Right," is the Ethridge-Kennedy idea.

It is winning out in American advertising.

The Ethridge-Kennedy idea of plan and copy has a reason back of it. It is "Reason-Why." And this Reason-Why advertising has been widely, crudely, ignorantly and unsuccessfully imitated.

The reason why the imitations have failed is this: Condensed type, italics, under-scorings and short paragraphs are not reasons for anything.

"Reason-Why" copy sells what it presents to the reader as a salesman sells goods to a purchaser. It convinces by telling the reason why in an original, convincing and compelling fashion.

The ability and experience which discovers and presents the Reason-Why is the real reason why. The manner of presenting the Reason-Why is secondary.

This company places real Reason-Why ability and experience at your service.

It plans Reason-Why campaigns and writes Reason-Why copy for 10 per cent of the cost of your advertising space—percentage to be not less than \$5,000.

An affiliated agency places your business and takes care of the clerical details. We save our time and energy for Reason-Why service to you. The arrangement operates perfectly as we can show you.

Write to me:

JOSEPH GRAY KITCHELL  
President

THE  
ETHRIDGE-KENNEDY CO.

41 Union Square  
(Telephone 4847 Gramercy)  
NEW YORK CITY

*The Preacher's Assistant*, of Reading, Pa., will be incorporated in the April issue with *Current Anecdotes*, of Cleveland, Ohio, and the name will be changed to the *Expositor and Current Anecdotes*.

THE Philadelphia Electric Company has issued the first number of a modest house-organ, which the editor states will be published every little while for the information and in the interest of customers.

BECAUSE of the oversight of compositor and proof-reader, a Columbia, South Carolina, firm recently advertised certain material for  $6\frac{1}{2}$  cents a yard which they really proposed to sell at  $62\frac{1}{2}$  cents. The publishers of the *State* (●●), in which paper the advertisement appeared, stood for the advertisement as printed, and scores of buyers were the gainers thereby.

### THE STAR GALAXY.



The *Standard-Union* of Brooklyn, N. Y., became on March 13, 1906, a member of the brilliant combination of newspapers and periodicals known and celebrated as the *Star Galaxy*, an association which no newspaper man would think of joining were he not only justly confident that the circulation statement issued by him will stand out bright and clear under the most searching investigation. Mr. H. L. Bridgeman is the first and only publisher of a Brooklyn daily that has ever submitted a detailed and satisfactory report of circulation to Rowell's American Newspaper Directory. In addition, the *Standard-Union* is the first publication in Greater New York which has obtained the Guarantee Star.

THE average daily distribution of the Decatur, Illinois, *Review* for the month of February was 10,988, which is a gain of 465 copies over January.

### NEWS OF THE AD CLUBS.

At the February dinner of the Cincinnati Advertisers' Club the new officers were installed, as follows: President, W. B. Johnson; first vice-president, J. C. Kelly; second vice-president, W. B. Hunting; secretary, H. E. Hall; treasurer, J. A. Tomlin; governors, A. M. Guthrie, W. E. Kreidler, Will L. Finch, W. P. Orr, Alexander McDonald. H. W. Prentiss, Jr., secretary of Cincinnati University, spoke on advertising as applied to education.

### MR. BEACH OF DETROIT.

If E. H. Beach could only bring himself to a point of giving the total net sworn circulation of the *Book-Keeper*, instead of using round figures, in which he is so adept, his statement of an enormous increase in circulation would receive greater credence among advertisers—*Mail-Order Journal*, Chicago, for March, 1906.

The 1905 issue of Rowell's American Newspaper Directory gives Mr. Beach's paper the following record:

**BUSINESS MAN'S MAGAZINE AND THE BOOK-KEEPER**; monthly; two hundred and sixty pages  $6\frac{1}{2} \times 9\frac{1}{2}$ ; subscription \$1; established 1888; E. H. Beach, editor; The Book Keeper Publishing Co., publishers. Office, Book-Keeper bldg. (15-4). **Circulation:** Rating varied from 14,000 in 1891 to F in 1895. In 1896, E. *Actual average* for 1897, **17,262**. In 1898, **xE**. In 1899, **O**(±±). In 1900, **yE**. In 1901, (x-3, 5, 7) **E**. In 1902, **yE**(±±). In 1903, **yF**(OO). In 1904, (x-4) **F**(●●).

Anyone interested in these matters may turn to the table of keys in the Rowell Directory and learn what the various signs and symbols mean. For the 1906 issue of the Directory, now under final revision, Mr. Beach has not furnished any report at all, although he was given an opportunity to do so. It should also be borne in mind that a publisher virtually controls his figure rating and that it does not cost him one cent to be properly rated, if he gives the Directory editor the required information.

ON May 1 the Chicago *Post* will move next door into the building that is to be vacated by the *Journal*. The latter paper goes to a new building of its own on Market street.

THE J. C. Ayer Company, the proprietary medical house of Lowell, Mass., has withdrawn from the Proprietary Association, making the announcement that it believes in printing formulas on patent medicines.

ON March 4th there were 84 columns of paid advertising in the Columbia, S. C., *State*, which its publishers say was 23 columns more than were carried on the same day by its chief South Carolina competitor.

### NEWSPAPER PROGRESS.

Newspapers grow better in their character and their influence. This fact may lately have been obscured by the amount of criticism, most of it just, that has been passed upon certain evils in the press. Papers are proper subjects of criticism, like gas companies, insurance companies, politics, or oil trusts, and we have been among those to be as frank about our own profession as about any other. The truth remains that the American newspapers to-day have more power and use it for better ends than at any previous time. We are trying to make political standards nobler. We are trying to remove corruption from the great business enterprises that affect the welfare of us all. At present the wave of exposure seems to accompany a genuine moral uplift. If it is real, if the whole tone of our society is being raised, then this belief in better newspapers will be justified. If there is no genuine improvement in our hearts, if the outbreak of exposure is only an epidemic, then, of course, this apparent step forward of the press will prove illusive also. We are glad to be among those who believe in its reality.—*Collier's Weekly*.

THE publishers of the Pueblo (Colo.) *Chieftain*, B. F. Scribner and F. B. Abernathy, have bought the plant of the Pueblo Lithographing and Publishing Co., and united it with the *Chieftain's* job office under the name of the Franklin Press.

THEREFORE we know that our position in the Roll of Honor in PRINTERS' INK is a paying investment, simply not because we get a good many foreign advertisements and inquiries, but because a great many advertisers mention, "I saw your advertisement in PRINTERS' INK."—Chas. R. Long, Business Manager *Chester Times*, Chester, Pa., March 7, 1906.

### THE BUFFALO "EVENING NEWS."

We have been allowed the privilege of having our paper represented in PRINTERS' INK's Roll of Honor for the past year, and feel sure that we have received great benefit from the publicity given our paper through that column. We are pleased to continue the notice for the present year.—*Buffalo Evening News*, Buffalo, N. Y., March 7, 1906.

### RATE-CUTTER'S DAMAGES REDUCED.

C. G. A. Loder, a Philadelphia druggist who made a practice of selling at cut rates, sued the three national drug associations some time ago on the ground that they constituted a trust, and refused to sell him goods. Action for \$100,000 resulted in an award of \$20,000 damages, but this has just been reduced one-half by a higher court on the ground that the jury's award was excessive. The court stipulates, however, that \$2,500 be paid by the drug associations to Loder's attorney. If Loder consents to the reduction, the court will then order the clerk to multiply the reduced amount by three, as provided by the Sherman Anti-Trust Act, under which the suit was brought, which will bring the damages to be awarded to the plaintiff to \$32,641.56. If he refuses, a new trial will be granted.

SMITH & THOMPSON have resigned the representation of the Los Angeles, Cal., *Herald* and the Winnipeg, Man., *Telegram*.

THE Ad Writers' Association of Springfield, Ill., has finished its organization and elected the following officers: President, Nicholas R. Roberts; vice-president, Frederick D. Mackey; secretary, H. J. E. Knotts, and treasurer Latham Souther. At the first meeting recently these papers were read: "The Origin of Advertising," by Frederick D. Mackey, advertising manager Springfield *State Journal*; "Making Springfield a Better Trade Center," Charles A. Pfeiffer, advertising writer E. & W. clothing house; "How to Advertise," D. J. Callahan, advertising writer Myers Brothers.

#### PARTY OF FARM EDITORS.

Seventy-nine salesmen of the Empire Cream Separator Co., Bloomfield, N. J., recently met in convention at the company's home offices in that town, spending a week in discussing business policies. On the special train that brought them from Chicago were also the following editors of agricultural papers, who were guests of the company during the convention:

J. H. Carse, *Hospeidar*, Omaha; G. A. Taylor, *Farm Magazine*, Omaha; J. H. Smith, *Agricultural Epitomist*, Spencer, Ind.; John O. Wildt, *Svenska Amerikanska Posten*, Minneapolis; H. Gaines, *Farmers' Advocate*, Topeka; E. R. Shoemaker, *Kimball's Dairy Farmer*, Waterloo, Ia.; John F. Olsen, *Skandinaven*, Chicago; E. L. Bernard, *Farm Life*, Chicago; A. W. Trow, *Farmers' St. Paul*, W. C. Wilson, *Elgin Dairy Report*, Elgin, Ill.; Benjamin F. Billiter, *Farmers' Guide*, Huntington, Ind.; J. K. Mortland, *Farm Stock and Home*, Minneapolis; J. B. Conner, *Indiana Farmer*, Indianapolis; H. W. Munson, *Nebraska Farmer*, Lincoln, Neb.; T. C. Hialop, *Farmers' Voice*, Chicago; I. D. Graham, *Kansas Farmer*, Topeka; W. F. Dunn, *Farm Star*, Indianapolis; H. C. Wallace, *Wallace's Farmer*, Des Moines; A. G. Sullivan, *Prairie Farmer*, Chicago; Otto E. Haubold, *Farm and Home* (Orange Judd Co.), Chicago; James Slocum, *Gleaner*, Detroit; C. T. Miller, *Farm and Fireside*, Springfield, O.; T. W. Morse, *Daily Drovers' Telegram*, Kansas City; F. W. Stilwell, *Farmers' Tribune*, Sioux City, Ia.; E. W. Chandler, *Farmers' Review*, Chicago, and T. D. Harman, *National Stockman and Farm*, Pittsburgh.

THE Indianapolis *News* will not enter the field of Sunday journalism, as was stated in PRINTERS' INK, issue of March 7th. The suspension of the *Sentinel* leaves three papers in the field—the *News* and the *Sun*, both evening papers, and the *Star*, published every morning. The only Sunday paper in Indianapolis is the *Star*.

THE Webb Publishing Company of Minneapolis, Minnesota, publishers of the *Farmer*, *Farmer's Life* and *Poultry Herald*, will erect a modern publishing plant this spring at the corner of Ninth and Minnesota streets. The building will be three or four stories in height, 90 by 100 feet in dimensions, and will be constructed of pressed brick.

THE *Army and Navy Journal* (●●) has issued a pamphlet on the "Service Field" which should furnish food for thought for the advertiser. The Service Field is the phrase taken to designate everyone directly or indirectly connected with the country's military and naval establishment, and is estimated to contain between 250,000 and 300,000 men and women. The opportunities for mail-order advertisers in the field is particularly good, as many of the army posts are located at points remote from large cities. At these posts the Post Exchange, which is in charge of an army officer, keeps in stock almost everything for which a general demand has been created. The annual business of the Post Exchanges is said to reach \$1,250,000. The *Army and Navy Journal* has become, in a sense, the organ of the Service. On more than one occasion its utterances have carried more than a little weight with those in authority. In addition to its home circulation, it is subscribed to by the War and Admiralty offices of Europe, where its views in regard to American Army and Naval affairs are accepted as official.

A LITTLE folder which ought to appeal to father and child alike comes from the Studebaker Brothers Manufacturing Company of South Bend, to advertise the "Studebaker Junior," a child's wagon built along the regular Studebaker lines. The pamphlet is a product of the Long-Critchfield Press.

THE average daily circulation of the Harrisburg, Pennsylvania, *Telegraph* for 1905, as shown by its detailed statement, was 12,732. The average for January, 1906, was 13,387. The *Telegraph* claims to have the largest paid circulation in Harrisburg.

### "THE SQUARE DEAL."

*Newspaperdom* has started an advertising column headed the "Square Deal" with the following sub-head:

Agencies which do business upon a cash basis and have proven to *Newspaperdom* that they have no alliance or connections with foundries, supply houses, etc.; and that they are in a position to give advertisers the "Square Deal" because of this fact.

After the sub-head follow the names of about three advertising agencies. *Newspaperdom's* intention is no doubt a good one, but why should the advertiser accept the proof which was satisfactory to *Newspaperdom*, and how can the advertiser find out except by experience that he is getting the "square deal." There is listed among the three agencies above referred to, one that has been swapping space up to a very short time ago. But then only alliances or connections with foundries, supply houses, etc., are tabooed, the most pernicious practice, that of swapping space, usually at the advertiser's expense, does not seem to bar an agency from being listed under the "square deal." And why should an advertising agency advertise itself as giving a "square deal," a thing to be expected from any agency worth while dealing with? What an advertising agency should advertise is its efficiency of service, its promptness and ability to serve clients—the "square deal" ought to be a matter of course. The first named agency in *Newspaperdom's* "Square Deal List" is one that has stood forty years for the square deal and it appears rather painful to see this fact advertised as something new.

### Proofreader's Marks.

l.c.	Lower case.
≡	Capital letters.
Caps.	Capital letters.
9	Turn over.
#	Insert space.
tr.	Transpose.
○	Spell out.
┐	Move over.
eq. #	Even spacing.
g	Take out (delete).
⊕	Bad letter.
∪	Less space.
∧	Left out; insert.
¶	Paragraph.
No. ¶	No paragraph.
○	Close up entirely.
,	Comma.
○	Period.
=	Hyphen.
:	Colon.
;	Semicolon.
∨	Apostrophe.
∨	Quotation.
w.f.	Wrong font.
□	Em quad space.
stat.	Let it stand.
.....	Let it stand.
└	Push down space.
—m	One-em dash.
—m	Two-em dash.
≡	Straighten lines.



A SMALL folder from the *Times-Recorder* of Zanesville, Ohio, contains, in addition to the 1905 circulation statement in detail, several brief testimonials from local advertisers and two or three paragraphs of reasons why Zanesville is a profitable field for the general advertiser, and why the *Times-Recorder* is a good medium. During 1905 the average number of copies printed and circulated per issue was 10,566.

### SUGGESTIONS FROM AN ADVERTISER.

A recent issue of the *Kansas City Journal* contains the following:

We have received the following suggestions from an advertiser and they are so brief and to the point that we reproduce them in full. In speaking of newspaper advertising, the article goes on to say:

The body of the announcement should be so constructed as to retain the reader's attention throughout its entire length, after the heading has done its duty by attracting the attention of the reader.

The heading of a newspaper advertisement should give, in as few words as possible—three or four are not too few—the entire sense of the body of the announcement which follows. If possible, the heading should indicate the complete contents of the advertisement; therefore use a long heading if necessary; a short one that does not do so would not be as successful as a long one that does. It will probably be found much easier to write the heading after the body of the announcement has been composed. In this way an appropriate heading is easier of selection.

As to the body of the advertisement. Its general appearance should convey the idea of neatness and good taste. Sprawley announcements should be avoided. Careful consideration should be given to the class which it is desired to reach. There are several styles in which the advertisements may be composed, and that which will best appeal to the class to be reached should be chosen. In writing newspaper announcements use good plain English that can be easily read and understood. A plain, hit-the-point, forceful announcement should always be aimed at.

When possible use a cut. In order to be effective, however, cuts must be good ones, not only in their mechanical production, but also in their special

adaptability in the advertisements which they embellish.

After the announcement is constructed the manner in which it is set up by the printer is very important, for an advertisement not set up properly will surely lose most of its effectiveness. A method which we would suggest is that of having original copy set up by the newspaper office which it has been noticed displays the most intelligence in setting up advertising announcements.

Proofs from such a paper may then be sent to the various mediums selected by the advertiser, with instructions to "follow copy."

Careful attention to the manner in which advertisements are set up by the different newspapers will reveal the fact that one almost invariably sets them up in a more appropriate and artistic manner than the others.

When every advertiser takes **PRINTERS' INK**, as every advertiser should, there will be less necessity for the newspapers to give directions for the preparation and display of advertisements. Until that time, it will be up to those publishers who appreciate their own best interests to do some educational work along these lines in their own columns, as in the following example: Such publishers will find it a distinct advantage and an economy of time to use **PRINTERS' INK** as a basis for such matter, or to reprint some of its interesting articles bodily. The cheapest, and by far the most effective way is to subscribe to **PRINTERS' INK**, at publishers' rate, for each advertiser and possible advertiser in the local field, thus furnishing advertising advice from an unbiased source, as well as a large number of specimen ads for practically every retail line, all ready for use. A number of papers are doing this with highly satisfactory results. The investment is small, the possibilities for profit are large, **PRINTERS' INK's** weekly visits constitute, in themselves, a soliciting service of real consequence, for they not only inspire a belief in advertising generally, but as applied to the particular needs of each individual reader.

It is very seldom an advertiser complains about the results received from the *Ladies' Home Journal* or *Saturday Evening Post*. No other papers have such uniformly good reputations among advertisers as these two publications. While they have exceedingly large circulations and are likewise very popular there are other papers that in circulation will compare quite favorably with these two, but somehow or other when an advertiser figures up his results these two papers invari-

ably are either the leaders or follow them very closely. Aside from their large circulations there must be apparent another reason, and one not very hard to find. There are no two other publications in the country over which their management exercises so great a precaution to prevent any announcement from creeping in that in the slightest respect carries with it imposition upon the public than the *Ladies' Home Journal* and the *Saturday Evening Post*.—*The Mail Order Journal*.



**T**HROUGHOUT the old home of George Washington one can see the different pieces of furniture which for so many years were a source of pleasure to him.

Each individual piece portrays the character of George Washington—good all the way through.

In selecting our new stock this thought was constantly kept in mind—that it be good all the way through.

"Kansas City's Best Furniture Store."

**Jacoby**  
FURNITURE CO.  
513-515 GRAND AVE.

NEAR THE POSTOFFICE

# EARLY NEWSGATHERING IN PUNISHING ADVERTISING FRAUD HARLEM. IN GERMANY.

The establishment of the new daily in Harlem recalls to Park Row veterans memories of a time when they looked upon Harlem as a howling wilderness. The *World* was the first of the big papers to establish a Harlem bureau. It hired a room at 125th street and Lexington avenue. One fine winter's day in 1888 the senior police reporter was informed by telephone that he would have charge of the Harlem office and would be expected to turn in seven columns of local stuff a day.

Five young men, who made up in energy what they lacked in experience, were detailed to assist the ex-police reporter, whose troubles began early. Two dull police courts, half a dozen sleepy station houses and three little hospitals were the chief sources of routine news. Churches, clubs and political associations were worked for all they were worth. Telephones were few and the service was bad. There were no trolleys, and in what is now the borough of the Bronx the paleolithic "huckleberry" cars ran, or rather crawled, whenever the starter at Harlem bridge thought the horses could stand the fatigue of a journey.

Once in a blue moon something really great in the news line happened in Harlem. The cold-blooded night city editor promptly gobbled it up for the main sheet. And when the Harlem editor went down town for his weekly wage on Saturday he was pleasantly asked if he could not make his page a little livelier.

By and by the daily Harlem edition of the *World* was discontinued but two pages of stuff were published every Sunday for several years.

To-day Harlem is, for news purposes, as much a part of New York as the old Ninth Ward is, and all the big dailies have offices on 125th street, a thoroughfare almost as busy as Broadway.—*Fourth Estate.*

## CONVENIENCES.

The International Advertising Association, in its 1906 prospectus, calls attention to its New York office in the Flatiron Building, where members visiting the city can find desks, telephones, telegraph, stationery, messengers, stenographer and practically all the conveniences that they would be likely to find at their own hotels. The association also has a reading room where members may refresh themselves with the *Congressional Record* every day, a complete file of the census reports, daily consular and postal bulletins and the official gazette of the Patent Office, with its complete record and description of all patents granted and trademarks. The latter work is illustrated.

OPPORTUNITIES, like eggs, must be hatched while they are fresh.—*Exchange.*

The drastic way in which, under the law against fraudulent advertising, a German concern which makes false or exaggerated statements is handled is shown by a case recently reported from Berlin. The defendant, a merchant of Spandau, whose name was Leo Cohn, advertised that he would clear out his stock of goods at less than half-price. A customer who made a purchase complained to the police that the advertisement was a fraud. Thereupon the retailer was prosecuted by the police and was fined \$150 and ordered to pay the customer \$75 damages. On appeal the fine was reduced to \$75 and the damages were remitted on the charge that the customer had not suffered any material loss.

We have a law of similar character in New York State, but, like many others, it is a dead letter.—*Dry Goods Economist.*

## Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.00 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

### WANTS.

**WANTED**—To buy a second hand perfecting press. Scott preferred; answer quick. Care of Printers' Ink "XX 120."

**A** FIRST-CLASS advertising solicitor would like to represent some first class publications in Chicago. Address "W. B.," Printers' Ink.

**A** DVERTISING AGENCY wants rate and order man. Address stating experience, age and salary expected. "A. M.," Box 866, Pittsburg, Pa.

**A** HUSTLER, with advertising ability, desires to represent some good firm in this locality. Address W. M. C. MEINTZER, Easton, Maryland.

**WANTED** advertising space for flavoring extracts, on market 50 years, in exchange for treasury stock. Address "EXTRACTS," care Printers' Ink.

**C**APABLE EDITOR; temperate; married (33), seeks position on daily, weekly or trade journal. H. W. PALMER, 76 Van Buren Street, Passaic, N. J.

**THE** circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

**A** D-WRITER—Powell graduate—able, original, desires position. Can write chatty or picturesque copy. Any locality. Best references. Address "A. X.," care Printers' Ink.

**POSITIONS** open for competent newspaper workers in all departments. Write for booklet. FERNALD'S NEWSPAPER MEN'S EXCHANGE, 368 Main St., Springfield, Mass.

**MAN** hunting is our business. If you are competent to earn \$1,000-\$5,000 write for booklet and state position desired; 12 offices. HAPGOODS, Suite 511, 300 Broadway, N. Y.

**C**ONCERNING TYPE—A Cyclopaedia of Every-day Information for the Non-Printer Advertising Man; get "typewise," 64 pp., 50c. postpaid—is wanted. A. S. CARNELL, 150 Nassau St., N. Y.

**WANTED**—An experienced man to take charge of farm journal. Must be able to invest \$2,000 or more in rapidly growing business. Apply, stating qualifications, to Box 908, Brandon, Manitoba.

**EVERY ADVERTISER** and mail-order dealer should read **THE WESTERN MONTHLY**, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. **THE WESTERN MONTHLY**, 315 Grand Ave., Kansas City, Mo.

**A SUCCESSFUL** electrical journal wants an advertising representative in New York, Boston and Philadelphia. Must have some knowledge of electrical business and furnish references. 35% commission. Address, "HUSTLER," care of Printers' Ink.

**ADVERTISING WRITER**, dry goods. A man of experience, originality, action, and a fast writer of good publicity matter. Good opportunity for advancement. State experience, salary expected and send samples of work. Reply by letter only. Address "F. E. N.," 200 Greene Street.

**ADVERTISING MANAGER** of well-known daily comparing favorably in amount of business carried with any in the entire country, will make new connection. Acquainted with agencies and general advertisers. Extensive knowledge of the field. A business builder. Address, "C. C. C.," Printers' Ink.

**PHOTO-ENGRAVER** wishes to change present location. Has well equipped plant and is doing large business. Any publisher having a lease on building with top loft to rent in same, might make advantageous arrangements to both parties. Or will consider top loft in any modern building, having about 4,000 square feet of space. "K. J. A.," Printers' Ink.

**WANTED**—Position as business manager or advertising manager for good daily in South, or position with first-class advertising agency, by settled married man. Fifteen years experience in newspaper work and general "ad" writing with one of the leading dailies in South. Now employed, but desires change. Address, "COMPETENT," care of Printers' Ink, New York, N. Y.

**POSITION** wanted by a capable and thoroughly competent

**Correspondent, Systematist, Manager, Business Getter,** experienced in trade paper work.

Address "M. M. M.," care Printers' Ink.

**YOUNG MAN** in publishing office to take charge of the make-up of the advertising pages of a large high-class weekly trade paper; must be well educated, experienced and have thorough knowledge of the routine of a printing office; capable to write and lay out advertisements; one with faculty for details, stage, salary, references, where previously employed and other particulars. Address, "C. B. A.," care of Printers' Ink.

## ADVERTISING MANAGER Desires New Connection

I HAVE for nearly five years been holding one of the best managerial advertising positions in the U. S., and for nearly twenty years have studied and worked on the proposition of *effective publicity*. I am an originator of successful advertising and selling plans (both general and direct), a writer of advertising, a manager and executive, and have thorough, practical knowledge of advertising agency work, salesmanship, publishing, printing, commercial art and photography, and engraving. I want to hear from heads of large concerns only. Salary: reasonable figure for first year, until I have demonstrated. Address "CIENTO," care of Printers' Ink.

**YOUNG MEN AND WOMEN** of ability who seek positions as advertisers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

**WANTED**—Clerks and others with common school educations only, who wish to qualify for ready positions at \$2 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 65 Metropolitan Annex, New York.

### BUSINESS OPPORTUNITIES

**PERIODICAL** publishing business already clearing \$50,000 yearly, growing rapidly but substantially capable multiplying in value, obtainable account owner's other interests and overwork, for \$300,000. Leader in great growing field and enjoying excellent advantages. Buyer need not have technical knowledge. Information furnished responsible principals. "STATISTICS," Room 70, World Bldg., New York.

### PRINTERS.

**PRINTERS.** Write R. CAILETON, Omaha, Neb., for copyright lodge cut catalogue.

**WE** print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. **THE BLAIR PTF. CO.**, 514 Main St. Cincinnati, O.

### DIRECTORY OF NOVELTY MANUFACTURERS.

**AGENTS** wanted to sell ad novelties, 5% com. 3 samples, 10c. **J. C. KENYON**, Oswego, N. Y.

**RUSTIC** hand-turned wood souvenirs, ad novelties. **BARTON & SPOONER**, Cornwall-on-Hudson, N. Y.

**"THE NOVELTY NEWS,"** illustrated monthly, trial 3 months, 10c. 604 Firmenish Bldg., Chicago.

**CRYSTAL** Paper Weights with your advertisement, \$15 per 100. Catalogue ad. novelties free. **ST. LOUIS BUTTON CO.**, St. Louis, Mo.

**WRITE** for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. **THE WHITEHEAD & HOAG CO.**, Newark, N. J. Branches in all large cities.

### DESIGNERS AND ILLUSTRATORS.

**H. SENIOR & CO.**, Wood Engravers, 10 Spruce St., New York. Service good and prompt.

**DESIGNING**, illustrating, engrossing, illuminating, engraving, lithographing, art printing. **THE KINSLEY STUDIO**, 245 B'way, N. Y.

### TRADE JOURNALS.

**"REAL ESTATE,"** Amsterdam, N. Y., circulation 3,000, for real estate dealers and owners: \$1 a year, names of buyers each month.

### CLASS PUBLICATIONS.



### 20,000 Buyers

of (\$1,025,000,000 annually)

Hardware, Housefurnishing Goods, etc.

Read every issue of the **Hardware Dealers' Magazine**.

Write for rate. Special Copy mailed on request.

253 Broadway, N. Y.

## ILLUSTRATORS AND ILLUSTRATIONS

**A**DVERTISING Cuts for Retailers; good, cheap.  
HARPER ILLUS. SYNDICATE, Columbus, O.

## CARD INDEX SUPPLIES.

**T**HE CARD INDEX QUESTION will be quickly and easily settled by getting catalogue and price from the manufacturers. This means us.  
STANDARD INDEX CARD COMPANY,  
Rittenhouse Bldg., Phila.

## ADVERTISING AGENCIES.

**D.** A. O'GORMAN AGENCY, 1 Madison Ave.  
D. N. Y. Medical journal advtg exclusively.

**G**OLDEN GATE ADVERTISING CO., 3400-3402  
Sixteenth St., San Francisco, Cal.

**H.** W. KASTOR & SONS ADVERTISING COM-  
PANY Laclede Building St. Louis, Mo.

**T**HE H. I. IRELAND ADVERTISING AGENCY  
Write for particulars of the Ireland Service.  
925 Chestnut Street, Philadelphia.

**A**LBERT FRANK & CO., 25 Broad Street, N. Y.  
General Advertising Agents. Established  
1872. Chicago. Boston. Philadelphia. Advertising  
of all kinds placed in every part of the world.

**B**ARNHART AND SWASEY, San Francisco.  
Largest agency west of Chicago, employ 60  
people, save advertisers by advising judiciously  
newspapers, billboards, walls, cars, distributing.

**I**T'S surprising how much can be done in Can-  
ada with a few papers well chosen and used  
to best advantage. We solicit correspondence  
THE DESBARATS ADVERTISING AGENCY,  
Ltd., Montreal.

**W**E want you to know the STATESMAN has  
nothing to do with the TRIBUNE now. Under  
STATESMAN'S ownership the TRIBUNE now  
adds to 800. Now we have 2,320. We offer you  
1,000 more circulation than any other Austin  
daily. Write for rate card. F. L. BRITAIN.  
Manager Advertising, the Austin, Texas, Daily  
TRIBUNE.

## A COMMON MISTAKE.

I am frequently in receipt of letters from  
would-be advertisers asking for advice and lists  
of mediums in a very general way. They give  
no information as to what ad they intend to  
use, how often, how long, nor how extensively  
they wish to use it, nor what amount per month  
they have to invest. Under such circumstances  
I can give no information, unless I were to write  
a book of advice, covering all conditions, and  
this I am not encouraged to do when the applic-  
ant does not care to make his wants known  
properly.

If you want advice and a list of mediums from  
me, send a copy of the ad you wish to use, state  
what amount you wish to invest monthly, and  
send a deposit of say one month's appropriation  
to show that you mean to do business, and to do it  
with me. You will then be accorded diligent and  
conscientious attention. But many persons are  
writing about the country for all the informa-  
tion they can get free, who either place no con-  
siderable advertising, place it direct, or with  
other agencies, that I cannot afford to work over  
such request unless I have solid proof of honest  
intentions. STANLEY DAY, New Market, N. J.

## POST CARDS.

**S**TRONGEST, catchiest, best business bringing  
comic post cards on the market. Samples  
free. J. R. WILLIAMS, The Advertising Man,  
Knoxville, Tenn.

**S**AMPLES of post cards, post card half-tones  
and prices for printing them. Sent to those  
writing a letter of inquiry for them. STANDARD  
ENGRAVING CO., Photo-Engravers, New York.

## STOCK CUTS.

**W**E issue a 64-page catalogue of stock cuts.  
Will not be sent in answer to postal in-  
quiry. STANDARD ENGRAVING CO., Photo-  
Engravers, New York.

## PREMIUMS.

**R**ELIABLE goods are trade builders. Thou-  
sands of suggestive premiums suitable for  
publishers and others from the foremost makers  
and wholesale dealers in jewelry and kindred  
lines. 300-page list price illustrated catalogue,  
published annually, 34th issue now ready, free.  
S. F. MYERS CO., 47w. and 49 Maiden Lane, N. Y.

ADDRESSING MACHINES AND FAC-  
SIMILE TYPEWRITERS

**A**UTO-ADDRESSER—An office machine that  
saves 90 per cent. Besides selling the  
"AUTO-ADDRESSER," we make an IMITATION  
TYPEWRITTEN LETTER and fill in the address  
so that it cannot be distinguished from the real.  
We do wrapping, folding, sealing, mailing, etc.  
Ask us.

AUTO-ADDRESSER, 310 Broadway N. Y.

## PATENTS.

**S**HEPHERD & PARKER,  
Solicitors of Patents and Trade Marks,  
508 Dietz Bldg., Washington, D. C.  
Highest references from prominent manufactur-  
ers. Hand book for inventors sent upon request.

## PATENTS that PROTECT

Our 3 books for inventors mailed on receipt  
of 6 cts. stamps. R. S. & A. B. LAKEY,  
Washington, D. C. Estab. 1869.

## COIN CARDS.

25 PER 1,000. Less 10¢ per more. Any printing.  
THE COIN WRAPPER CO., Detroit, Mich.

## HALF-TONES.

**P**ERFECT copper half-tones, 1 col., \$1. larger  
10¢ per in. THE YOUNGTOWN ARC EN-  
GRAVING CO., Youngstown, Ohio.

## NEWSPAPER HALF-TONES.

25¢, 75¢, 35¢, \$1, \$1.50.  
Delivered when cash accompanies the order.  
Send for samples.  
KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

**H**ALF-TONE or line productions, 10 square  
inches or smaller, delivered prepaid, 75¢,  
6 or more, 50¢ each. Cash with order. All  
newspaper screens. Service day and night.  
Write for circulars. References furnished.  
Newspaper process-engraver. P. O. Box 515,  
Philadelphia, Pa.

## MONEY MAILERS.

**M**ONEY MAILERS—\$1.90 per M. Samples free.  
KING KOIN KARRIER CO., Beverly, Mass.

## DISTRIBUTING.

**D**ISTRIBUTING was placed during the month  
of July in every town of any consequence  
in the Southeast by the Bernard Advertising  
Service for four of the largest users of house-  
to-house distributing in the U. S. Write for esti-  
mate to CHAS. BERNARD, 1516 Tribune Building,  
Chicago.

## MAILING MACHINES.

**T**HE DICK MATCHLESS MAILER, lightest  
and quickest. Price \$18. F. J. VALENTINE,  
Mfr., 178 Vermont St., Buffalo, N. Y.

## POSTAGE STAMPS.

**I**BUY at 4¢ off. unused, U. S.; c. o. d. R. E.  
ORSER, R. 6, 94 Dearborn St., Chicago, Ill.

## ADDRESSING MACHINES.

**A**DRESSING MACHINES—No type used in  
the Wallace stencil addressing machine. A  
card index system of addressing used by the  
largest publishers throughout the country. Send  
for circulars. We do addressing at low rates.  
WALLACE & CO., 29 Murray St., New York,  
1310 Pontiac Bldg., 358 Dearborn St., Chicago, Ill.

## COIN MAILER.

1,000 for \$3. 10,000, \$30. Any printing. Acme  
Coin Carrier Co., Ft. Madison, Ia.

## CARDS.

POST CARDS of every description are made by us. We ship to all parts of the world. Particulars on request. U. S. SOUVENIR POST CARD CO., 1140 Broadway, N. Y.

## TIN BOXES.

If you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance, don't break, are handy, and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Cascarets, Huylers, Vaseline, Sanitol, Dr. Charles' Flesh Food, New Skin, and, in fact, for most of the "big guns." But we say just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. AMERICAN STOPPER COMPANY, 11 Verona Street, Brooklyn, N. Y. The largest maker of TIN BOXES outside the Trust.

## PAPER.

BASSETT & SUTPHIN,  
45 Beekman St., New York City  
Coated papers, specialty Diamond B Perfect White for high-grade catalogues.

## PUBLISHING BUSINESS OPPORTUNITIES.

THERE'S money in periodical publishing. It's a good, clean business with a magnificent outlook. Men have made fortunes in conducting publications bought through my office. I sell publishing property exclusively. Can greatly aid you in starting right. EMERSON P. HARRIS,  
253 Broadway New York.

## SUPPLIES.

NEW TYPE, 2c lb EMPIRE FOUNDRY  
Delevan, N. Y.

NOTE HEADINGS of Bond Paper, 5 1/2 x 8 1/2 inches, with envelopes (paid p. 100 for 6c.; 250 for \$1.10, 500 for \$1.60, 1,000 for \$2.50, 2,000 for \$4.50, 5,000 for \$11.00. Send for samples MERIT PRESS, Bethlehem, Pa.

W. D. WILSON PRINTING INK CO., Limited,  
1017 Spruce St. New York, sell more magazine cut inks than any other ink house in the trade.

special prices to cash buyers.

PUBLISHERS, Manufacturers, Paperhangers, Billposters—everybody that uses paste try Bernard's Cold Water Paste. Sample package by mail to any interested person. BERNARD'S AGENCY, Tribune Building, Chicago.

## PRINTERS' SUPPLIES.

## PRINTERS' INK CALLS IT A Man's Size Agate Rule

Measures 126 lines agate. Made of lithographed metal (13 x 2 3/4 inches. Also measures 5 1/2, 6, 8, 10, 12, 14 (both leaded and solid), 16 and 18 pts.; each 4 inches long. Agate is 9 inches. All measures are plainly marked. Contains proofreaders' marks, type table, and rule for determining space and will occupy 1/2 punched for hanging.

## Prices

\$ .50 each.  
\$2.50 1/2 dozen.  
\$5.00 doz.

L. ROMMEL, JR.,  
61d Merchant St., Newark, N. J.

## ADVERTISING CONSTRUCTORS.

"GRAINS OF GUMPTION," a 48-page booklet, with contents, which fully justify the title. Etc. JED SCARBOROUGH, 657a Halsey St., Brooklyn, N. Y.

## A Brains Business Bringing Idea from the Breezy West

Introduce them in your "follow-up," and notice increased returns. Address on your office stationery



FREDERICK WARD  
(Originator of Illustrated Letters),  
40 Dearborn St., Chicago.

## Tell Me Your Advertising Troubles.

I can cure them. I write, plan and place all sorts of advertising give advice on all advertising topics in fact, take charge of the whole advertising campaign. My charges are very reasonable, my work of the highest order. One dollar sent to me will bring four sample ads or circular letters by return mail. Write to-day, giving data. J. H. LARIMORE, Westerville O. Box 106.

## WHAT I AM AT.

I make Catalogues, Booklets, Price Lists, Folders, Circulars, Mailing Cards and Slips, Circular Letters (of the latter often a series), Newspaper, Magazine and Trade-Journal Advertising, Street Car Cards—in short, Commercial Literature in all of its many possibilities. My work includes the writing-up of the subject matter from such data as may be furnished me and I am constantly called upon to evolve well-grown "Oaks" from exceedingly small "Acorns" of Inspiration. I do not know all about anything and do not even suspect myself of it, but do know a little about several things, including how to set about hunting up the great variety of matters that I am so constantly called upon to "know" considerable about.

I believe that a "crisp" and often unusual treatment of subjects is entirely compatible with a close adherence to purely business details and I never willfully publish the basis of marriage between "Downright Blandness" and "Perfect Decorum," as they never need be wedded.

Possibly I might be profitable to some of Printers' Ink patrons. How about YOURSELF, for instance? If you should conclude to write me about some present need it were wise for you to shun postal cards.

No. 57 FRANCIS I. MACLE, 402 Sanson St., Philadelphia.

## FOR SALE.

JOB TYPE—latest faces—\$1.00 font; list free. KUESTNER, 246 East 124th Street.

FOR SALE—Two Linotype machines. THE HEROLD COMPANY, Milwaukee, Wis.

HARRIS PRESS, 15x18 sheet feed. Perfect condition. Address "N. J.," Printers' Ink.

FOR SALE—1 Monotype casting machine, keyboard, job attachment, casting job faces up to 36 pt. High-class condition, practically new. Speak quick. HOPKINS, care Printers' Ink, New York City.

FINE COUNTRY NEWSPAPER for sale, consisting of three Presses, Engine and all necessities for a first-class plant. Owner has other business. Grand opportunity for the right man. On a paying basis. Address H. D. ADAMS, Berlin, Md.

ONE Ben Franklin Gordon press, 10x15 chase, with 20 fonts of job type, all in first-class shape. Cost \$350. Will sell cheap to cash buyer. Apply quickly to CHARLES W. BROWN, Assignee, Oxford, N. Y.

## I Bought the Famous Lewis Advertising Course And Don't Want It. You Do at \$5 a Set.

Forced sale. Not over 150 full sets left. Plates destroyed. Formerly sold for \$15.00 without and \$60.00 with instruction. Copyright protection. Money sent back if sold out before order arrives. M. HIRST, 518 Walnut Street, Philadelphia, Pa.

## ADDRESSES FOR SALE.

**3,550 NAMES.** Heads of families only. Prosperous people of central Michigan. Price \$2. W. E. LOVETT, Owosso, Mich.

**LIST 1,500 live, Pacific Coast, mail-order buyers;** but little circularized—\$2.50—will exchange, same number 35c. m. o. names. **FAST MFG. CO.,** 3279 16th St., San Francisco.

**REMARKABLE NAMES FOR SALE.** We have compiled for our personal use in the soliciting of subscriptions the name and address of every farmer in the Corn Belt who owns 20 head of cattle. The live stock farmer is the progressive farmer, is the farmer who has money and the farmer who has many needs. We can furnish these names by counties or States—Ohio to Kansas. Write us for particulars. **SUCCESSFUL FARMING, Des Moines, Iowa.**

## LIVE NAMES AND ADDRESSES

Guaranteed correct. Send \$2 for a sample thousand, neatly typewritten. Try them out and buy more.

1,000 each of Farmers, Teachers, Merchants, Druggists, Hardware, Barbers, Dressmakers, etc. All in N. and S. Dakota, Minnesota and Montana.

**THE WESTERN ADDRESS CO.,**  
Milbank, S. D.



can be used with great success to advertise any novel tool, utensil or toy, the use or working of which can be DEMONSTRATED by street-men, sidewalk salesmen or itinerant vendors and peddlars. These all read the **BILLBOARD** every week. Rate 15 cents flat. Last form closes Mondays at midnight. **THE BILLBOARD PUL. CO., Cincinnati, O.**

## ADVERTISING MEDIA.

**THE BILLBOARD,** America's Leading Theatrical Weekly. 12th year. Cincinnati, O.

**THE EVANGEL.** Scranton, Pa.  
Thirteenth year. 30c. agate line.

**ANY person advertising in PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

**REACH 1,200 homes in Troy and Central Miami County, Ohio, by using the RECORD.** Only daily. Delivered directly to 800 homes in city alone. Read by women. Rate, 2-7c. line, net.

## BOOKS.

## Successful Advertising.

### HOW TO ACCOMPLISH IT.

A book for retail merchants and beginners in advertising. Will be sent, postpaid, upon receipt of **TWO DOLLARS.** Address

**Printers' Ink Publishing Co.,**  
10 Spruce St., New York

## CORRECTION.

The following item appeared in **PRINTERS' INK**, issue of March 7:

## SPECIAL WORK FOR MAINE DAILIES.

Eight daily papers in Maine have formed a combination to advertise themselves and that State as a market, with special offices in Boston, New York and Chicago in charge of Julius Mathews. The papers in this enterprise are the *Augusta Kennebec Journal*, *Bangor Commercial*, *Bath Times*, *Biddeford Journal*, *Lewiston Sun*, *Portland Express*, *Rockland Star* and *Waterville Mail*. These eight cities have an aggregate population of 231,000, it is stated, a desirable public, and the State also offers good territory in advertising medicines, foods, etc. A total circulation of 40,000 is claimed by this combination, and its combination rate per inch on moderate contracts is about \$2.

The combination rate of "about \$2.00 per inch" applies only to contracts for so small an amount of space as 250 inches and for **TYPE-SET** matter *changed each insertion*, and used as *desired* by advertisers.

On a 1,000-inch contract, the combination price is only \$1.65 per inch. And if plates are furnished, \$1.46 per inch.

On **YEARLY CONTRACTS**, running E. O. D., the combination price is \$1.19 per inch—7 4-5c. per line—**LESS** than one-fifth of a cent per line per thousand.

Every advertisement to run in **GUARANTEED FULL POSITION.**

For sample copies and full information, address:  
**JULIUS MATHEWS,**  
2 BEACON STREET, BOSTON, MASS.



## THE CAPPER PUBLICATIONS.

**THE TOPEKA CAPITAL.** Guaranteed Circulation, 21,000. Only Newspaper in Kansas published every day in the year. Only Morning Paper in Topeka. Only Sunday Paper in Topeka. Prints more want ads than all other papers of Topeka combined.

**KANSAS SEMI-WEEKLY CAPITAL.** Guaranteed Circulation, 20,000. Leading semi-weekly of Kansas. For over twenty years the favorite farm paper of 20,000 farm homes in Kansas.

**MISSOURI VALLEY FARMER.** Guaranteed Circulation, 200,000. The largest paid-in advance circulation of any farm journal west of Ohio. Covers Missouri, Kansas, Nebraska, Oklahoma, Texas and other Southwestern States more thoroughly than any other publication.

**FARMERS' MAIL AND BREEZE.** Guaranteed Circulation, 62,500. The most popular farm journal in Kansas, with three times the circulation of any other agricultural weekly.

**THE HOUSEHOLD.** Guaranteed Circulation, 160,000. A wholesome monthly magazine for the home. Paid in advance circulation.

**ARTHUR CAPPER, Publisher, TOPEKA, KANSAS.**

## THE SHAW-TORREY CO., Inc. ADVERTISING AGENTS,

719-731 Michigan Trust Bldg.,

GRAND RAPIDS, MICH.

We can take on a limited number of new accounts in Michigan, Indiana and Ohio, and guarantee a painstaking personal service that will bring the success enjoyed by our present customers.

Send 10c. in stamps for our "Guide for Advertisers," a 314 page book giving information regarding magazines, newspapers, etc.

L. E. TORREY, PRES.

R. H. FRANCHOT, Sec

## Do You Care for Promptness?

**Photo Engravers. Designers. Electrotypers.**

*Prompt* and efficient service and *prompt delivery* are some of the reasons why we solicit the business of large advertisers. We invite correspondence on the subject, furnish estimates and all other information desired. Address,

**STANDARD ENGRAVING CO.,**

61 ANN ST., NEW YORK.

## IF YOU WISH TO Advertise in Newspapers

ANYWHERE AT ANY TIME

CALL ON OR WRITE

**The Dake Advertising Agency**

124 Sansome Street, San Francisco, California

ESTABLISHED 1878



## Take the Average Woman

in the average town or city, or in the big city. Her needs are usually a lap ahead of her surplus money, and when she wants anything to wear for herself or her family she *wants* it and goes shopping—just as naturally as a boy wants a kite on a windy day. She wants to see what the stores have and make her selection from a variety of things *right on the ground.*

That's what a store is for.

Now, the manufacturer who has placed his goods generally in the stores can get that woman's trade by telling her about them in the magazines or papers which she reads.



He makes his product handy.

But how about the manufacturer with a new product?—a *new corset*—a *new petticoat*—a *new cloth*, or what not. How is he to reach that woman and enable her to reach his goods—quickly for her and economically for him—so she can see them for herself? Just one way. Get the goods into the stores first—then get *her* in.

We do this exclusively and successfully for hundreds of clients who make or wholesale textile and other articles sold in dry goods and department stores.

## ROOT NEWSPAPER AGENCY

Reaching the merchant through necessary class papers and the consumer through magazine, newspaper, store and other advertising in co-operation with the Dry Goods and Department Stores of the United States.

### ADDRESS

192 1/2-200 GREENE STREET, NEW YORK.

CHICAGO, ST. LOUIS, SAN FRANCISCO, PHILADELPHIA,  
BOSTON, CLEVELAND, MANCHESTER (ENG.), BERLIN.

# UNITED PRINTING MACHINERY CO.

The United Printing Machinery Company equipped the  
Composing-Room of the **"Boston Herald"**

The United Printing Machinery Company equipped the  
Composing-Room of the **"Washington Times"**

The United Printing Machinery Company equipped the  
Composing-Room of the **"Baltimore News"**

THE ONLY FIRM IN THE U. S. THAT MANUFACTURES AND  
CARRIES READY FOR INSTANT DELIVERY

**Everything for the - - Electrotyper**

THE ONLY FIRM IN THE U. S. THAT MANUFACTURES AND  
CARRIES READY FOR INSTANT DELIVERY

**Everything for the Photo-Engraver**

THE U. P. M. CO. MANUFACTURES AND SELLS

**Everything for the - - Stereotyper**

AND CARRIES IT IN STOCK, READY FOR INSTANT DELIVERY.

**Composing-Room Equipments**

## THE ELECTRIC NEUTRALIZER

Does away with off-  
setting.

Saves slip-sheeting.

Over 700 in use in  
New York City.

The biggest of press-  
room economies.

**The U. P. M. Co.**  
SOLE AGENTS.

## Press-Room Equipments



**BOSTON**

246 Summer Street.

**NEW YORK**

12 and 14 Spruce Street

**CHICAGO**

337-339 Dearborn Street

## THE AUTOMATIC TYPE CASTER

Saves 75 per cent of  
your type bill.

The Hearst papers  
cast their type on this  
machine.

The New York *Herald*  
uses it.

The New York *World*  
uses it; and others.

**The U. P. M. Co.**  
SOLE AGENTS.

# The Technical Periodicals

of the

**McGraw Publishing Co.**

had a total circulation during 1905 of

**Nearly 2,000,000 Copies**

covering with remarkable thoroughness the Electrical, Civil Engineering and Street Railway industries.

The exact circulation figures for each paper are given in this issue of the American Newspaper Directory.

<b>McGraw</b>	} Publishers of	<b>Electrical World</b>
<b>Publishing</b>		<b>The Engineering Record</b>
<b>Company</b>		<b>Street Railway Journal</b>

114 Liberty Street, New York.

# COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE, CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

An uplifted hand in connection with the very clever phrase "Within Your Grasp," was first used by Noah to advertise a cut-rate excursion on the Ark, and has been used continuously ever since. Sometimes it is allowed to sleep for a month or so, but these occasions of relief are rare indeed. The latest advertiser to utilize this ancient idea is the Waltham Man-

A man from 'way out in Nebraska sends in this Douglas shoe advertisement and asks that it be

## No 1.

ufacturing Company of Waltham, Mass. In the quarter page magazine advertisement shown herewith and marked No. 1 a hand holds the Orient Buckboard, but even in the original the method of treatment was so ill-judged that the advertisement presented a very poor appearance. White lettering on black is bad enough, but white on gray is the limit of poor judgment. If nothing else could be thought of but the "Within Your Grasp" idea it would be far more wise to handle it as in the illustration marked No. 2.



## No 2.

criticised. This particular ad has become such an eye-sore that it is

## W. L. DOUGLAS

\$3.50 SHOES FOR MEN

If I could take you into my three large factories at Hyattsville, Mass., and show you the infinite care with which every pair of shoes is made, you would realize why W. L. Douglas \$3.50 shoes cost more to make, why they hold their shape, fit better, wear longer, and are of greater intrinsic value than any other \$3.50 shoe on the market to-day.

BETTER WEAR THAN ANY OTHERS.

"I have worn the W. L. Douglas \$3.50 shoe for the past five years, and will not wear any other shoe until I have worn a pair of W. L. Douglas \$3.50 shoes."

W. L. DOUGLAS KANSAS CITY STORE: 630 Main Street. J. B. ADAMS, Mgr.

hard to criticise it impartially. The use of the picture of W. L. Douglas is excellent—almost es-

sential in view of its familiarity to the public and its intimate connection with the article advertised. The young man hesitating at the door of a Douglas store has nothing to do with the case; the \$10,000 reward and the little pictures of shoes underneath it are a waste of space, and the whole advertisement presents a dull, flat, uninteresting appearance. The copy used in the body of the advertisement has been used so long and to such an extent that whatever value it had was lost long ago.

Herewith is shown the illustrative part of a half page magazine

# WISS

## "Stielweld" Shears



Nothing will give the wonderful Wiss cutting edge except the finest of crucible steel. Nothing but finest material enters into the tough, break-resisting Wiss frame.

advertisement for Wiss shears. This Wiss advertising as a whole is extremely interesting and this illustration is a good example of the character of the series. The pictures used show the different parts and processes from the frame down to the finished blade, and the copy explains how the materials and methods used result in a perfect pair of shears. Advertising which shows and tells how things are made is never dry

reading and always makes a good impression.

The Fels Naptha page from the March magazines is reproduced

### Fels-Naptha to the Rescue

*Breaks the chain of wash-day horror*

Would you be free from wash day, horror!—free from the drudgery of a common wash-day with its boil and toil, rub and grub, aching back and wear on clothes?

Fels-Naptha Soap comes to your rescue and does away with boiling and hard-rubbing and hard-work. No hot-water, no steam through the house.

Actually cuts wash-day in half and doubles the life of clothes. Don't go without Fels-Naptha another day.

Get it at your grocer. Or write for free sample to Fels-Naptha Philadelphia

here as a tribute to a clean, strong, attractive advertisement.

Here is a Humphrey sectional

## HUMPHREY

### Sectional Bookcases

The advantages mentioned in the construction of Humphrey Sectional Bookcases are so unique and so important that you should know all about them. We urge you to

### Get Our Catalog

Illustrates the newest designs, most practical and artistic combinations, and the Humphrey special construction, price, terms, etc. Do not spend a dollar in sectional bookcases until you have read it.

Write today:  
Humphrey Bookcase Co.  
Detroit, Mich.  
U. S. A.

bookcase advertisement that is a curiosity in its way. What the crossbar black, white and gray

background has to do with the case is impossible to see. Certainly the background adds nothing to the appearance or the usefulness of the advertisement and cramps the copy sadly. In either lower corner there is a tiny picture of what might be a bookcase,

a chiffonier or a refrigerator—too small and indistinct to be of any possible use. If all the waste space in this advertisement had been used to show a good, clear picture of a handsome bookcase the result would have been several hundred per cent more desirable and valuable.

VOLUME I. NUMBER I.



WILL APPEAR EARLY IN APRIL.

We guarantee that the circulation of the first number will exceed 20,000 copies (forced of course) largely sample copies to sign writers, bulletin painters and manufacturers of electric signs. THE ADVERTISING RATE IS 5c. PER AGATE LINE. Address

**THE SIGNS PUBLISHING CO.,**

**Box 301. F. C. MCCARAHAN, MGR., Cincinnati, O.**

## JUST AS GOOD

Office of "THE NEWS," NEWTON FALLS, Ohio March 2, 1906  
*Printers Ink Jonson, New York City:*

DEAR SIR—I have been using your inks, both news and job, for years, and I like them. They are just as good as those I paid higher prices for elsewhere. Enclosed find check for \$12 00, which, I believe, covers order herewith.

Respectfully,

J. H. GREEN, Publisher.

My new sample book, containing one hundred and twenty-five specimens of my best-selling inks, will be sent free on application. It is worth while making a comparison of same with the books issued by my competitors, as the only difference I can see is the sky prices charged by them with discounts allowed according to the pressure brought to bear on them. When my inks are not found satisfactory the money is refunded, also the transportation charges.

ADDRESS:

**PRINTERS INK JONSON,**  
**17 Spruce Street, New York.**



## READY-MADE ADVERTISEMENTS.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Office of

PHILIPP OTT & SON,

Lumber, Roofing, Paints, Cement.

JEFFERSON CITY, Mo.

*Editor Ready Made Department:*

I have been reading **PRINTERS' INK** for quite a while and have never seen any lumber ads. I would be very glad to have you publish a few that you think are good, as the lumbermen are getting to be better advertisers than they formerly were.

Yours respectfully,

Louis L. Ott.

On those rare occasions when I have been able to find lumber ads that were not mere business cards, they have been reproduced in this department and made much of. But a weekly search through a hundred or more newspapers from all over the country rarely brings to light a single ad for this line which deserves reproduction. Most of them are of the stereotyped order with which we are all so familiar—just generalizations, never a price, never a definite proposition—just “lumber,” as though all lumber were alike in quality and price, and all for the same uses. Yet these dealers think they are advertising just because their names appear regularly in a given space, in connection with “Lumber for all purposes,” or something like that, and if they think of their advertising at other times than when the publisher's bill comes in, it is only to wonder why it doesn't pay—why they don't hear more from it. If they go so far as to try a syndicate service, which as a rule means only an elaboration of the same generalities, then they are sure they are getting the real thing, and if those smooth sentences and fine examples of word juggling fail to bring tangible results, why, what's the use of advertising? A hundred or two a year invested in some other direction would be followed by some effort to make it

pay, but in advertising—well, somehow, that's different.

Since the receipt of the above letter, I have been fortunate enough to find four lumber ads that really say something, and am producing them herewith. The one headed “Do you need a carriage shed,” bears all the earmarks of a syndicate ad, yet is so much better than the average of that class that I am not altogether sure about it. The shingle ad is a particularly good one because it quotes prices, and that, even without the very convincing “reasons why” is pretty good evidence that the prices are low, for you rarely see a high price quoted without a lot of “quality” talk to justify it. You will notice that there is nothing indefinite about this shingle proposition—the brand and the grades are there to give the prices some meaning. Not every dealer can advertise like Payne, Willingham & Wood, because relatively few of them own and operate their own mills. For those who do, this is an excellent brand of advertising—logical and convincing. The Kellogg ad is so far above the average of its kind as to be practically “out of sight,” yet its claims of low prices lack the confirmation that the printed prices might give. There seems to be no good reason why the lumber dealer should not offer special inducements from time to time with the same profitable results secured in other lines by that method. He might do so more often if he could be led to see that by sacrificing a portion, or possibly all, of his profits, say, on shingles, for a few days, he would attract trade that might not otherwise come to him and increase his sales of siding or flooring or something else enough to much more than make up his loss, to say nothing of securing attached customers. I am look-

ing, every week, for good lumber ads, and I hope that somebody who knows where they are being produced will kindly let me know. Here are the ads referred to above:

**DO YOU NEED A CARRIAGE SHED?**

Going to build one? We'd like to make a bid on the necessary lumber, for we know that we can supply everything you'll need in that line, rightly milled, well seasoned; deliver it promptly and render a bill that will prompt you to see us again when in the market for lumber for any purpose.

**VESTER, STEWART & ROSSELL COMPANY,**

Both 'phones 212.  
51-61 South Street, Washington, Pa.

**SHINGLES! SHINGLES!**

Extras at \$3.75. Clears at \$3.25. 2d Clears at \$2.75. Extra No. 1 at \$2.50. No. 1 at \$2. Per Thousand.

Have you ever seen the A. W. Hayford brand of shingles. Do you know what this means? The best shingles that ever came to this city. If you want the best for your own house let us show them to you and you will buy them. Do you know we handle more shingles than anyone else in Providence. Our own spur track along the shingle shed enables us to unload shingles for only two cents a thousand. Our saving is your gain. Shingles have already advanced 40 cents per thousand since we bought ours, but our price remains as quoted above.

Keep close watch of our advertisements appearing in this and the daily papers, as we are offering special lots at bargain prices every week and some of these may be just what you are in need of, and will save you lots of money by buying.

**L. SWEET & CO.,**  
709 Harris Avenue,  
Near Broadway and Olneyville Square,  
Providence, R. I.

*This Abstract Ad, from the Houston (Tex.) Daily Post, is Brief and Very Much to the Point.*

"It Is Better To Be Safe Than Sorry."

**Get Your Abstracts From Us**

Over \$5,000,000 worth of trades decided on our abstracts without loss of one dollar.

**STEWART ABSTRACT & TITLE CO.**  
Capital Stock, \$75,000.  
1016 Preston,  
Houston, Tex.

*Some Exceptionally Good Points Rarely Made in Laundry Advertising. From the Oak Park (Ill.) Reporter-Argus.*

There are two most important reasons why you should send your linen to us to be laundered.

First: Your Table Covers and Napkins are not washed together with Bed Linen, but entirely separate.

Second: We call house to house for all of our work. In this way we know where the soiled linen comes from, which is not the case with laundries that are dependent on agency work.

Quality and service are unsurpassed and we frankly state we want your business. You will want us to have your business if you will consider our cautious methods, which other laundries do not consider important, but which are of vital importance to every refined individual.

**KING'S MODEL LAUNDRY CO.,**

636 Wesley Avenue,  
Oak Park, Ill.

*A Distinctly Different Automobile Ad, from the Springfield (Mass.) Union.*

The Northampton man drives his horse to Holyoke and back—the Holyoke man to Springfield and back—the Springfield man to Westfield or Thompsonville and return—ten miles is about the limit for an afternoon drive.

Mr. Man's fortunate neighbor in his automobile takes in all these places and has time left to run to Hartford the same afternoon—and he does it, too, at less yearly expense—less danger to himself and friends and no worry about "poor old Dobbin."

Allow us the privilege of proving above to you—and in the meantime, remember we sell Rambler and Ford Automobiles. Prices run from \$500 to \$2,500.

**NORCROSS-CAMERON COMPANY,**

122 Bridge St.,  
Springfield, Mass.

*A Somewhat Uncommon and Decidedly Sensible Savings Argument. From the Richmond (Va.) Times-Dispatch.*

Work wears body and brain, but nature quickly rebuilds the tissues. Care consumes the vital energies, kills the capacity for work, is the direct cause of misfortune.

Cut 'out care by insuring your future prosperity with a savings bank account.

Work and save, let us keep your savings working for you—and all cause for care or worry is annihilated.

3 per cent compound interest. If out of town, bank by mail.

PLANTERS' NATIONAL BANK,  
Twelfth and Main Streets,  
Richmond, Va.

*A Good Example of the Direct Style, Except that no Price is Printed. From the Bangor (Me.) Daily Commercial.*

## Are You a Salad Maker?

If you are, you know how essential it is to have a truly pure and surely delicious olive oil. We guarantee every drop of our Beri Olive Oil to be simon pure and of ideal flavor. Many of Bangor's Best cooks tell us "Beri" is exclusively the salad oil for them. You'd better try it. Sold in bottles, and in faucet-bearing tins.

CALDWELL SWEET,  
26 Main St.,  
Bangor, Me.

*Tells Its Own Story. From the Canonsburg, (Pa.) Daily Notes.*

## Spring Overcoats

They're ready—and the weather's ready for them.

It doesn't matter much if it is a "little cold"—for the coats are longer, there's more of them to keep you warm.

Very pretty materials in tans, grays, blacks and ox-fords.

\$7.50 Upwards.

LEVINO,  
Opposite Court House,  
Washington, Pa.

*Laundry Talk Indicative of Enterprise and Progress. From the Galveston (Tex.) Tribune.*

Anticipating the demand for a higher class of laundry work on Table Linen, we have installed the newest device for ironing these goods.

This machine is 108 inches wide and irons the largest pieces without a wrinkle. Try us.

MODEL LAUNDRY AND  
DYE WORKS,  
Galveston, Texas.

*A Better-Than-Usual Hat Ad, from the Galveston (Tex.) Tribune.*

To be well dressed and comfortable

## The Knox

light weight self-conforming hat goes a long way toward accomplishing those happy results. Touches the head all around, yet so gently and lightly that you hardly know it's there.

Knox Derbies and Telescopes, \$5.

The "Royal" hat in all the new Spring styles, \$3.50.

Stetson hats, soft and stiff, \$4 to \$7.

In the front corner window a display of new spring shirts we would like to have you see.

E. S. LEVY & CO.,  
Galveston, Tex.

*A Good, Though Slightly Overdrawn, Shoe Ad Which Was Very Attractively Displayed in the Revue Echo of East Palestine, O.*

## All Walks are Alike

To the woman who wears Treadeasy shoes. Whether she walks on the hard city pavements or on Nature's carpet of grass, she feels the same springy rebound at every step, the same, cool, even pressure on the sole of her foot and the same sense of immunity from corns and every other foot ill.

If you once try a pair of Treadeasys, you'll never wear any others. All styles, \$3.50.

CHAMBERLIN & MOORE,  
Exclusive Shoe Dealers,  
Chamberlin Block,  
East Palestine, O.

A friend of mine who lives in Philadelphia handed me a little cigar envelope (empty) with the information that each diner at the Acker restaurant gets one with a sample cigar in it when he pays his check. I understood him that this happens every day, sometimes with a five-center, sometimes a ten-center and occasionally even a two for-a-quarter smoke. Its purpose, of course, is to boom the Acker cigar trade, and it looks like a good scheme. On the front of the envelope (a dainty light blue paper, by the way, printed in a dark blue ink), were these words:

#### ACKER QUALITY.

Acker's High Grade Cigars.

FINLEY ACKER CO.,

Chestnut and 12th Streets, Market  
like 12th Streets, Eighth Street, above  
Arch, Philadelphia.

And the back bore this information about the cigar given away on that day:

Friday, January 19th.

The inclosed specimen is a sample of the

WISSAHICKON.

Famous as the best 5c. Cigar.

Full rich flavor.

\$5 hundred—Boxes of 25, 50 and  
100 for sale at all the Acker Cigar  
Departments.

*From Montgomery (Ala.) Advertiser.*

## Lumber

A retail lumber concern, owning and operating its own saw mills, is naturally in a position to make lower prices to the consumer than a firm that has to buy through a broker, from an outside mill.

We operate our own saw mills—have the largest lumber yards in Montgomery and are prepared to furnish any kind of Pine Lumber, rough or dressed, any amount up to 1,000,000 feet, on short notice.

All other kinds of best dressed and seasoned lumber at lowest prices.

PAYNE, WILLINGHAM &  
WOOD,

Montgomery, Ala.

*From Utica (N. Y.) Observer.*

## Need Lumber?

If you do, we want you to get our prices before buying. Our lumber is not cheap lumber, because cheap lumber is poor lumber. It's all good—every stick—and the prices are lower than you can buy the same quality for elsewhere. No order too small or too large for us to handle.

CHAS. C. KELLOGG &  
SONS' CO.,  
Main Office and Yards,  
Seneca St., Utica.  
Other Yards at Ilion and  
Frankfort.

*The Gentle Art of Reaching the Pocket-book via the Stomach is Pretty Well Understood by the Man Who Writes the Appetizing Ads that Martindale Prints Daily in the Philadelphia Bulletin.*

## We Bring Butter To You Fresh From the Country

Our famous "Crown" butter is country made. It's born in one of the most widely known dairies in New York State.

But after all, you are only interested in the goodness of the butter. That we can guarantee you, since "Crown" butter is a product of the rich milk from one of the choicest herds of registered Jersey cows.

This butter is shipped to us three times weekly. We deliver it to you while it yet smells of its country freshness. Try a pound tomorrow.

40c the pound.

At the same time ask us to deliver a loaf of our new "Viv" Bread. Machinery displaces the human hand in its mixing and pans are discarded in its baking. It's hearth-baked. And more, it's the biggest loaf of bread in Philadelphia for 5 cents.

We deliver in Camden.

THOS. MARTINDALE &  
COMPANY,

Teas, Coffees and Groceries,  
Tenth and Market,  
Philadelphia, Pa.

# ABOUT THE STAR GUARANTEE.



A publisher recently admitted to the Star Galaxy writes as follows:

Your letter containing receipt for the Guaranteed Star rating in Rowell's Newspaper Directory is received, also a copy of PRINTERS' INK containing a fac-simile copy of same, for which please accept my thanks. We hope that it will be the means of placing us in a fair light before the foreign advertisers and give us a share of their business.

Two years ago an accountant of the American Advertisers' Association went through our books and tabulated a circulation statement for the benefit of their members. We have not been able to trace a single advertisement that resulted from that examination. I find that by comparing papers in the State that those that lock their circulation in the safe get the business. I hope that this Star Guarantee will produce results.

The efforts of an examiner who enters a newspaper office to conduct an exact and searching investigation of circulation must always fall short of the success which might be expected. The case would resemble an examination of a National Bank by a self-appointed examiner who should conceive the idea of auditing the accounts of every bank in the country once during his lifetime and then assuring the public ever after that the bank was in a sound condition. The Star Guarantee is made known to all general advertisers through the medium of Rowell's American Newspaper Directory and the publicity given in PRINTERS' INK; the investigation of the A. A. A. is made first of all for its members.

Back of the Star Guarantee is the publisher himself, who is intensely and directly interested in maintaining the integrity of the Guarantee.

If his circulation report is successfully assailed it is *his* money that is forfeited and *his* reputation that suffers. Consequently no publisher would dare back up his circulation statement with the Star Guarantee if he had any doubt about its accuracy.

The Star Guarantee lasts as

many years as the publisher is willing to send in satisfactory statements of circulation to the Directory. It never becomes out of date; its efficiency is renewed from year to year.

The publishers of Rowell's American Newspaper Directory act as custodians and attorneys for those publishers who are members of the Star Galaxy; they back the publisher's own statement until proven false beyond a reasonable doubt. Rowell's Directory guarantee system lasts as long as the publisher makes satisfactory statements and as long as the Directory is published. It is not a sporadic affair, but goes on year after year without further charge after the permanent deposit of \$100 has been made by a paper from which the Directory is willing to accept the deposit as provided in the Guarantee Certificate. Below is shown the catalogue description of the Minneapolis Journal in Rowell's Directory for 1905. The Guarantee Star and the guarantee clause in full face type are attached to every Star Galaxy paper, year after year, without further charge.

## MINNESOTA.

**MINNEAPOLIS**, c. h., *Hennepin* Co. □ 202,718 pop., center of ten railroads, on Mississippi, at the head of navigation. Has very large and important trade, especially in flour and lumber.

### DAILY.

**JOURNAL**, every evening except Sunday; independent-republican; fourteen to thirty-two pages 18x24; subscription \$4; established 1878; J. S. McLain, editor; Lucian Swift, manager; Journal Printing Co., publishers. Office, Journal bldg. (1-4).

**Circulation**: Actual average for 1895, 41,274. In 1896, B. Actual average for a year ending with April, 1898, 40,679. In 1899, yC. Actual average for 1900, 46,066; for 1901, 49,483; for 1902, 54,628; for 1903, 57,813; for 1904, 64,384.

✱ The absolute correctness of the latest circulation rating accorded the Journal is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

A single glance at the full roster of the Star Galaxy as it appears in this issue of PRINTERS' INK, on page 61 reveals the character and standing of its members.



It is the principle which is involved in this guarantee system and not an object for pecuniary gain, as may easily be figured out in a case where a guaranteed circulation statement were assailed and the Directory publishers had to look into and gather all the facts in the case. The expense for this labor would likely exceed the Star Guarantee deposit in expenses alone.

The Star Galaxy consists at present of forty-five publications which have sought and obtained the highest distinction which can be bestowed at the hands of the editor of Rowell's American Newspaper Directory. The Star Galaxy principle is really in its infancy and is an institution bound to grow—if a majority of publishers are coming to have the same views on honest circulation reports as those publishers have who are already admitted to the Rowell Directory Guarantee. Applications for the Guarantee Star should be made *at once* by publishers who are interested in the subject.

After the above had been written the letter below reprinted came to hand from the Decatur, Ill., *Daily Review*, a newspaper that has made for long years, perhaps, more explicit circulation statements to Rowell's Directory than any other paper. A couple of years ago the editor of PRINTERS' INK reprinted documents showing the *Review's* proof of circulation distribution which occupied about four full pages. The publishers of the *Review* had never the habit of spending money with PRINTERS' INK or the Directory, therefore the attention given to the *Review* could not be traced to favoritism, if ever there were such a thing practiced in the office of the Little Schoolmaster. Last year the publishers of the *Review* secured the Guarantee Star, and the editor of Rowell's American Newspaper Directory never felt safer or prouder than to grant the Star Guarantee to the Decatur

*Review*. The *Daily Review* writes under date of March 9, 1906, as follows:

DECATUR, ILL., March 9, 1906.

Editor of PRINTERS' INK:

We read with not a few smiles the letter printed in your issue of February 28th, from Mr. Fugazzi, manager of the advertising order department of the Sterling Remedy Co.

We inclose, for comparison, the original of a letter received by us from Mr. Fugazzi under date of January 20th.

This letter was in answer to one sent out by our advertising manager, soliciting business. In trying to emphasize the quality of our circulation, he had given the amount of money collected on subscription during 1905 as tending to show the high quality of our circulation. This brought from Mr. Fugazzi the comment that it made very little difference to him what money we collected on circulation.

If you care to print his letter, you are at liberty to do so as we ourselves have given it a little publicity in our circulation statement for February, which we are enclosing.

We note in your comment on his letter, you say that the editor of the American Newspaper Directory says: "I wonder if he (Fugazzi) has the idea that anything like half the papers are willing to make such a circulation statement as he recommends. The Chicago News, Washington Star, Indianapolis Star and News can do it—these count four."

If the editor of Rowell's American Newspaper Directory had preserved his copy of PRINTERS' INK of March 25, 1903, in which was reproduced the first number of the *Review's* Monthly Distribution Statement, he might have included the *Review* in the above list.

It seems to us that beneath the surface of Mr. Fugazzi's letter to the *Review* is hidden the very reason why there are so very few newspapers that care to make a distribution statement giving the information Mr. Fugazzi now says that he wants. This reason is that the advertisers themselves do not insistently demand it and do not particularly recognize the few papers that do give such information.

For instance, the *Review* has made detailed statements to Rowell's American Newspaper Directory for fourteen years and has its Guarantee Star; has made full quality statements to the Association of American Advertisers for three years; was examined by its expert in 1903 (the very year Mr. Fugazzi talks about) and had a certificate issued and was examined again in 1905 by Actuary A. A. Seaver, who issued a certificate corresponding exactly with our records.

Now the Sterling Remedy Co. is a member of the Association of American

Advertisers; its manager, Mr. Kramer, is one of its directors. They have, therefore, had access to all this information and, in addition, the *Review* has sent them consecutively for thirty-eight months, its detailed statements of distribution, of which **PRINTERS' INK** was nice enough to say: "The best example **PRINTERS' INK** recalls of a paper having a good story to tell and the capacity to express it in convincing sentences, is a recent circular issued by the Decatur, Ill., *Daily Review*."

Now it seems to us that the *Review's* record as to cheerfulness and even anxiety to give circulation information, both as to quantity and quality, is unexcelled even by such papers as the *Chicago News* and the *Washington Star*. Letters like the one we are inclosing are hardly calculated to encourage newspapers to continue in their efforts to keep the records necessary to give the information that Mr. Fugazzi in his *sober* moments seems to desire. The *Review* will, however, persist in its missionary efforts.

Yours very truly,  
REVIEW PUBLISHING Co.,  
J. P. Drennan, Manager.

The "little publicity given the matter in the circulation report of the *Daily Review* for February, 1906," consists of the reprint of two letters headed "From Philip Drunk" "To Philip Sober."

#### FROM PHILIP DRUNK.

A. L. Thomas, Pres., D. M. Lord,  
V.-Pres., H. L. Kramer, Treas.  
and General Manager.

STERLING REMEDY COMPANY.

Candy Cathartic Cascarats.

They Work While You Sleep.

Trade Building, Chicago.

79 Tribune Building, New York City.

Dict. F. M. F.—Sten. No. 8.

KRAMER, Ind., January 20, 1906.

*Review Pub. Co.:*

Gentlemen:—We are in receipt of your letter of the 11th inst., soliciting some of our advertising for your paper, and note that you say that if we based a proposition on circulation there is no doubt we could do business. We desire to state that if we were to base a proposition on circulation we would never do business with your paper. You have always claimed from two to three thousand more circulation than you really have. When we say "always," we probably are speaking too generally, and should say that we know of at least one year during the history of your paper when you claimed about three thousand more circulation than you had, and that was the year 1903. Your rate for advertising has always been extremely high, figuring it upon what you claim your circulation to be. It makes very little difference to us what money you collect on circulation. All that we want to know about and

pay for is the circulation which goes to actual subscribers. Of course, all first-class papers nowadays are discontinuing the sending of papers to people who do not pay for them. We are not at all anxious about using the *Review*, and positively would not do so except on such a basis as has been proposed in our previous correspondence with you. If you would like to fill out the enclosed circulation blank and attest it before a notary public we would be pleased to have you do so and to return it to us accompanied by your rate card, stating what agent's discount you allow therefrom, and we will reconsider the matter and, if possible, send you an order. Very truly yours,

STERLING REMEDY COMPANY,

F. M. Fugazzi, Mgr. Adv. Order Dept.

#### TO PHILIP SOBER.

(From **PRINTERS' INK** of Feb. 28.)

KRAMER, Ind., Feb. 17, 1906.

Editor of **PRINTERS' INK**:

I notice that considerable discussion has been going on in the columns of **PRINTERS' INK** recently in respect to the proper definition of the word "circulation." Why so much space should be devoted to this matter has always been a mystery to me. If you really are anxious to arrive at a solution of the matter, it seems that it can be done. The old saying that "Half a loaf is better than none," applies in this case. If it is impossible to get all of the papers to give details as to how each and every copy is disposed of, they can at least easily keep tab on the amount of copies sent to subscribers (and not return) and the number of copies sent out gratis. A paper that does not keep books that will (not) show how much they are taking in for subscriptions, is doing business in such a slipshod manner and taking so little interest in their business, that the chances are that their circulation does not amount to much. I do not believe there is a large, general advertiser in the country but would agree with me that circulation classified as above would fill the bill, unless it would be to subdivide the unpaid copies into those that actually go out and those that remain in the office or are destroyed. The foregoing method of stating the circulation would not be applicable to your directory, as you probably could not spare space for two sets of figures. F. M. FUGAZZI, Adv. Department Sterling Remedy Co.

Mr. Fugazzi ought to change his brand. **PRINTERS' INK** recommends Old Hancock that can be had from James Hancock, Sr., of Ludlow, Ky.

Don't merely scrape the surface of your business chances. Probe them. Then take off your coat and dig.—*Exchange.*



# THE STAR GALAXY.

## THE TWO LATEST ADDITIONS.

The publishers of the Chicago *Examiner* and the Brooklyn *Standard Union*, have sought and obtained the Guarantee Star in Rowell's American Newspaper Directory for 1906, now in its thirty-eighth annual revision. The certificates were issued on March 9, and March 13, 1906, respectively. Photographic reproductions are shown on the following pages. The final revision of the Directory for 1906, thirty-eighth year of consecutive publication, is now under way. Applications for the Guarantee Star may be forwarded by publishers who are interested in the subject—who believe they are eligible to the highest distinction which the editor of Rowell's Directory can bestow—and who dare use the Guarantee Star.



**The extent and full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear, after the most searching investigation, would ever for a moment consider the thought of securing and using the Guarantee Star.**

### THE STAR GALAXY TO DATE.

ILLINOIS	
Chicago.....	Daily News.
Chicago.....	Tribune
Chicago.....	Record-Herald
Chicago.....	<b>Examiner.</b>
Decatur.....	Daily Review
Decatur.....	Herald
Peoria.....	Star.
INDIANA	
Crawfordsville.....	Journal.
MINNESOTA	
Minneapolis.....	Journal.
Minneapolis.....	Tribune.
Minneapolis.....	Farm, Stock and Home
Minneapolis.....	Svenska Ameriskanka
St. Paul.....	Pioneer Press.

PENNSYLVANIA.	
Philadelphia.....	Bulletin.
Philadelphia.....	Press.
Pittsburg.....	Farm Journal.
Pittsburg.....	Post.
West Chester.....	Local News.
NEW YORK.	
<b>Brooklyn.....</b>	<b>Standard Union.</b>
Buffalo.....	Evening News.
Mount Vernon.....	Argus
Troy.....	Record
CALIFORNIA.	
Oakland.....	Herald.
COLORADO.	
Denver.....	Post.
CONNECTICUT.	
Bridgeport.....	Morning Telegram and Union.
DISTRICT OF COLUMBIA.	
Washington.....	Evening Star.
IOWA.	
Des Moines.....	Successful Farming.
Sioux City.....	Tribune.
MARYLAND.	
Baltimore.....	News.
MASSACHUSETTS	
Boston.....	Globe
Brockton.....	Enterprise.
MICHIGAN.	
Jackson.....	Morning Patriot
MISSOURI.	
Kansas City.....	Star.
NEBRASKA	
Lincoln.....	Daily Star.
Lincoln.....	State Journal and Evening News.
NEW JERSEY.	
Red Bank.....	Register.
OHIO	
Akron.....	Beacon Journal.
OREGON	
Portland.....	Journal
SOUTH CAROLINA.	
Columbia.....	State.
TENNESSEE.	
Knoxville.....	Journal and Tribune.
VIRGINIA	
Richmond.....	Times-Dispatch.
WISCONSIN	
Milwaukee.....	Journal
Racine.....	Wisconsin Agriculturist.
CANADA.	
Montreal.....	Star.
Toronto.....	Mail and Empire.

The Guarantee Star attached to a publication in Rowell's American Newspaper Directory is the most conspicuous distinction which the Directory editor gives to a paper, and the star constitutes, for a publication possessing it, a continual advertisement of the highest distinction, costing nothing after the initial payment, so long as the Directory continues to be published. Conditions and terms relative to the Guarantee Star may be learned by addressing this office. Such inquiries will receive prompt attention if from a publisher of a paper considered eligible for admission to the Star Galaxy.

